

ORIGINAL ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk.

For the license period beginning _____ 20 _____ ;
ending _____ 20 _____ ;

TO THE GOVERNING BODY of the: Town of }
 Village of } MADISON
 City of }

County of DANE Aldermanic Dist. No _____ (if required by ordinance)

- 1 The named INDIVIDUAL PARTNERSHIP LIMITED LIABILITY COMPANY
 CORPORATION/NONPROFIT ORGANIZATION

hereby makes application for the alcohol beverage license(s) checked above

- 2 Name (individual/partners give last name, first, middle; corporations/limited liability companies give registered name): LA MESTIZA MEXICAN CUISINE INC.

An "Auxiliary Questionnaire," Form AT-103, must be completed and attached to this application by each individual applicant, by each member of a partnership, and by each officer, director and agent of a corporation or nonprofit organization, and by each member/manager and agent of a limited liability company. List the name, title, and place of residence of each person

Title	Name	Home Address	Post Office & Zip Code
President/Member	<u>ANTONIO ESTRADA</u>	<u>127 MARCIE DR.</u>	<u>BROOKLYN WI 53521</u>
Vice President/Member			
Secretary/Member			
Treasurer/Member			
Agent	<u>ANTONIO ESTRADA</u>		
Directors/Managers	<u>KIMBERLY MARTINEZ</u>		

- 3 Trade Name LA MESTIZA MEXICAN CUISINE Business Phone Number 608-216-1585
4 Address of Premises 121 E. MAIN ST. MADISON, WI 53703 Post Office & Zip Code 53703

- 5 Is individual, partners or agent of corporation/limited liability company subject to completion of the responsible beverage server training course for this license period? Yes No
6 Is the applicant an employe or agent of, or acting on behalf of anyone except the named applicant? Yes No
7 Does any other alcohol beverage retail licensee or wholesale permittee have any interest in or control of this business? Yes No
8 (a) Corporate/limited liability company applicants only: Insert state _____ and date _____ of registration
(b) Is applicant corporation/limited liability company a subsidiary of any other corporation or limited liability company? Yes No
(c) Does the corporation, or any officer, director, stockholder or agent or limited liability company, or any member/manager or agent hold any interest in any other alcohol beverage license or permit in Wisconsin? Yes No

(NOTE: All applicants explain fully on reverse side of this form every YES answer in sections 5, 6, 7 and 8 above)

- 9 Premises description: Describe building or buildings where alcohol beverages are to be sold and stored. The applicant must include all rooms including living quarters, if used, for the sales, service, and/or storage of alcohol beverages and records. (Alcohol beverages may be sold and stored only on the premises described) Small BAR 32 Sqft STORAGE 24 Sqft

- 10 Legal description (omit if street address is given above): _____
11 (a) Was this premises licensed for the sale of liquor or beer during the past license year? Yes No
(b) If yes, under what name was license issued? _____
12 Does the applicant understand they must file a Special Occupational Tax return (TTB form 5630 5) before beginning business? [phone 1-800-937-8864] Yes No
13 Does the applicant understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in Section 2, above? [phone (608) 266-2776] Yes No
14 Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor? Yes No

READ CAREFULLY BEFORE SIGNING: Under penalty provided by law the applicant states that each of the above questions has been truthfully answered to the best of the knowledge of the signers. Signers agree to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another (Individual applicants and each member of a partnership applicant must sign; corporate officer(s) members/managers of Limited Liability Companies must sign.) Any lack of access to any portion of a licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

SUBSCRIBED AND SWORN TO BEFORE ME

this 27th day of OCTOBER, 20 09

Juan Tretton Schmitz
(Clerk/Notary Public)

My commission expires 9-23-2012

[Signature]
(Officer of Corporation/Member/Manager of Limited Liability Company/Partner/Individual)

(Officer of Corporation/Member/Manager of Limited Liability Company/Partner)

(Additional Partner(s)/Member/Manager of Limited Liability Company if Any)

TO BE COMPLETED BY CLERK

Date received and filed with municipal clerk <u>10-27-09</u>	Date reported to council/board	Date provisional license issued	Signature of Clerk / Deputy Clerk
Date license granted	Date license issued	License number issued <u>88343</u>	

Applicant's Wisconsin Seller's Permit Number: <u>004-0003283954-01</u>	
Federal Employer Identification Number (FEIN): <u>36-4609986</u>	
LICENSE REQUESTED ▶	
TYPE	FEE
<input type="checkbox"/> Class A beer	\$
<input checked="" type="checkbox"/> Class B beer	\$
<input type="checkbox"/> Wholesale beer	\$
<input type="checkbox"/> Class C wine	\$
<input type="checkbox"/> Class A liquor	\$
<input checked="" type="checkbox"/> Class B liquor	\$
<input type="checkbox"/> Reserve Class B liquor	\$
Publication fee	\$
TOTAL FEE	\$

15. Utilizing your market research, who would you project your target market to be?

BUILDING OFFICES DOWNTOWN
Market 25 years old and up,

16. What age range would you hope to attract to your establishment? 25 years and Up

17. Describe how you plan to advertise/promote your business. What products will you be advertising?
Email marketing, Newspaper, FOOD SPECIALS

18. Are you operating under a lease or franchise agreement? Yes (attach a copy) (No)

19. Owner of building where establishment is located: CLIFF FISHER

Address of Owner: METROPOLITAN PLACE 380 W WASHINGTON AVE Phone Number 608-294-7000
MADISON, WI. 53703 cell: 608-213-2828

20. Private organizations (clubs): Do your membership policies contain any requirement of "Invidious" (likely to give offense) discrimination in regard to race, creed, color, or national origin? Yes (No)

21. List the Directors of your Corporation/LLC

ANTONIO ESTRADA ESTRADA 127 MARCIE DR. BROOKLYN WI 53521
Name Address

Name Address

Name Address

22. List the Stockholders of your Corporation/LLC

ANTONIO ESTRADA 127 MARCIE DR. BROOKLYN WI 53521 100%
Name Address % of Ownership

Name Address % of Ownership

Name Address % of Ownership

23. What type of establishment are you? (Check all that apply) Tavern Nightclub Restaurant

Other Please Explain. _____

24. What type of food will you be serving, if any? MEXICAN FOOD

Breakfast Lunch Dinner

25. Please submit a sample menu with your application, if possible. What might eventually be included on your operational menu when you open? Appetizers Salads Soups Sandwiches Entrees

Desserts Pizza Full Dinners

26. During what hours of your operation do you plan to serve food? SINCE WE OPEN TO CLOSE

27. What hours, if any, will food service not be available? N/A
28. Indicate any other product/service offered. CATERING, PICK UP ORDERS
29. Will your establishment have a kitchen manager? Yes No
30. Will you have a kitchen support staff? Yes No
31. How many wait staff do you anticipate will be employed at your establishment? 3 WEEKDAYS, 5 WEEKENDS
During what hours do you anticipate they will be on duty? LUNCH TIME 11:00AM - 3:00PM
DINNER TIME 4:00PM - CLOSED
32. Do you plan to have hosts or hostesses seating customers? Yes No
33. Do your plans call for a full-service bar? Yes No
If yes, how many bar stools do you anticipate having at your bar? _____
How many bartenders do you anticipate you would have working at one time on a busy night? 2
34. Will there be a kitchen facility separate from the bar? Yes No
35. Will there be a separate and specific area for eating only? Yes No
If yes, what will be the seating capacity for that area? _____
36. What type of cooking equipment will you have? Stove Oven Fryers Grill Microwave
37. Will you have a walk-in cooler and/or freezer dedicated solely to the storage of food products? Yes No
38. What percentage of your overall payroll do you anticipate will be devoted to food operation salaries?
22%
39. If your business plan includes an advertising budget, what percentage of your advertising budget do you anticipate will be related to food? 80%
What percentage of your advertising budget do you anticipate will be drink related? 20%
40. Are you currently, or do you plan to become, a member of the Madison—Dane County Tavern League or the Tavern League of Wisconsin? Yes No
41. Are you currently, or do you plan to become, a member of the Wisconsin Restaurant Association or the National Restaurant Association? Yes No
-

42. What is your estimated capacity? 48 people

43. Pursuant to Chapter 23 of the Madison General Ordinances, all restaurants and taverns serving alcohol beverages shall substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. For new establishments, the percentage will be an estimate.

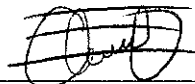
Gross Receipts from Alcoholic Beverages	30 %
Gross Receipts from Food and Non-Alcoholic Beverages	70 %
Gross Receipts from Other	— %
Total Gross Receipts	100%

44. Do you have written records to document the percentages shown? Yes No
You may be required to submit documentation verifying the percentages you've indicated.

Read carefully before signing: Under penalty provided by law, the applicant states that the above information has been truthfully completed to the best of the knowledge of the signer. Signer agrees to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted will not be assigned to another. Any lack of access to any portion of a licensed premise during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

Subscribed and Sworn to before me:

this 27th day of OCTOBER, 2009

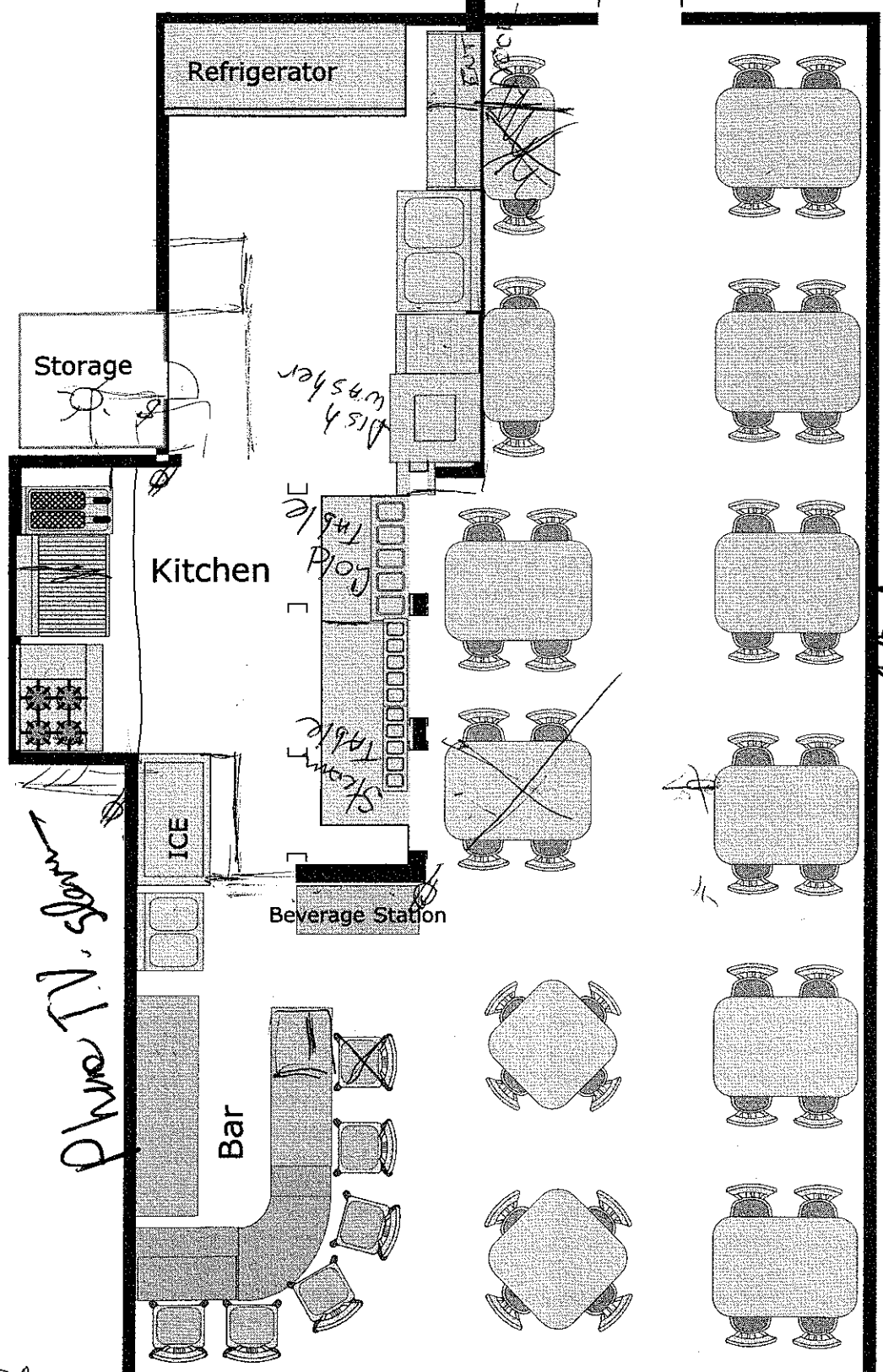


(Officer of Corporation/Member of LLC/Partner/Individual)

Jean Tretor Schmitz
(Clerk/Notary Public)

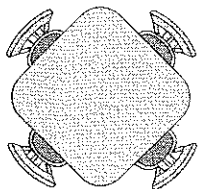
My commission expires 9-23-2012

BACK



LA MESTIZA

121 E MAIN ST
MADISON WI 53703



Made with a Trial
Copy of SmartDraw

Buy SmartDraw, purchased copies print this document without a watermark.

FRONT

Appointment of New Liquor/Beer Agent

To be completed by Corporate Officer or Member of LLC

I, ANTONIO ESTRADA, officer/member for LA MESTIZA MEXICA CUISINE
(Corporation/LLC), doing business as LA MESTIZA, authorize and appoint
ANTONIO ESTRADA (Name) as the liquor/beer agent for the premise
located at 121 E. MAIN ST. MADISON WI 53703

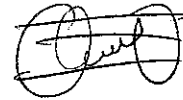
Subscribed and sworn to before me this

27th Day of OCTOBER, 20 09

Juan Trator Schmitz
Notary Public, Dane County, Wisconsin

My Commission Expires 9-23-2012


Signature of Officer/Member



To be completed by appointed Liquor/Beer Agent

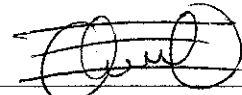
I, ANTONIO ESTRADA, appointed liquor/beer agent for
LA MESTIZA MEXICAN CUISINE INC (name of Corporation or LLC), being first duly sworn
say I have vested in me, by properly authorized and executed written delegation, full authority
and control of the premise described in the license of such corporation or limited liability
company, and I am involved in the actual conduct of the business as an employee, or have a
direct financial interest in the business of the licensee, therein relating to the intoxicating
liquor/fermented malt beverage. The interest I have in the business is 100 %.

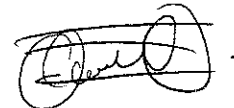
Subscribed and sworn to before me this

27th Day of OCTOBER, 20 09

Juan Trator Schmitz
Notary Public, Dane County, Wisconsin

My Commission Expires 9-23-2012


Signature of Agent



The appointed Liquor/Beer Agent must complete the other side of this form.