

LICLIB-2013-20115



# City of Madison Liquor/Beer License Application

On-Premises Consumption:  Class B Beer     Class B Liquor     Class C Wine  
Off-Premises Consumption:  Class A Beer     Class A Liquor

**SCANNED**

## Section A – Applicant

1. This application is for the license period ending June 30, 2013.
2. List the name of your  Sole Proprietor,  Partnership,  Corporation/Nonprofit Organization or  Limited Liability Company exactly as it appears on your State Seller's Permit.

BONTA INC.

3. Trade Name (doing business as) Bontà

4. Address to be licensed 8452 OLD SAUK RD. MADISON 53562

5. Mailing address SAME

6. Anticipated opening date MAY 1, 2013

7. State Seller's Permit 4 5 6 - 1 0 2 8 1 1 1 1 4 7 - 0 2

8. Federal Employer Identification Number 46 - 2062563

9. Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 2?  
 No     Yes (explain) \_\_\_\_\_

10. Does another alcohol beverage licensee or wholesale permittee have interest in this business?  
 No     Yes (explain) VINCENT PUGLIESE AT CAFE PORTA ALBA  
558 N. MIDVALE BLVD.  
MADISON WI 53705

## Section B—Premises

11. Describe in words the building or buildings where alcohol beverages are to be sold and stored. Include all rooms including living quarters, if used, and any outdoor seating used for the sales, service, and/or storage of alcohol beverages and records. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.

OUTDOOR SEATING IS PLANNED FOR THE SUMMER. (8-10 seats)

THE BUILDING WILL CONSIST OF TWO AREAS.

ONE FOR CUSTOMERS TO ORDER AND CONSUME. THE OTHER  
IS FOR EMPLOYEES ONLY (IN BACK) WHERE ALCOHOL WILL BE  
STORED + LOCKED

12.  Attach a floor plan, no larger than 8 ½ by 14, showing the space described below.

13. Applicants for on-premises consumption: list estimated capacity 45 (excludes outdoor)

#29262

14. Describe existing parking and how parking lot is to be monitored.

Parking lot is lighted all evening hours.

Parking lot is shared by tenants, parking is located in front of stores, facing Old Sauk Road.

15. Was this premises licensed for the sale of liquor or beer during the past license year?

No  Yes, license issued to \_\_\_\_\_ (name of licensee)

16.  Attach copy of lease.

### Section C—Corporate Information

This section applies to corporations, nonprofit organizations, and Limited Liability Companies only. Sole proprietorships and partnerships, skip to Section D.

17. Name of liquor license agent Nicholas MATTIOLI

18. City and state in which agent resides MONONA, WISCONSIN

19.  Appointment of agent form and background check form are attached.

20. Has the liquor license agent completed the responsible beverage server training course?

No, but will complete prior to ALRC meeting  Yes, date completed 2/19/13

21. State and date of registration of corporation, nonprofit organization, or LLC.

Wisconsin Feb. 18, 2013

22. In the table below list the directors of your corporation or the members of your LLC.

Attach background check forms for each director/member.

Title	Name	City and State of Residence
OWNER	Nicholas MATTIOLI	MONONA WI
OWNER	VINCENT PUGLIESE	VERONA WI

23. Registered agent for your corporation or LLC. This is your agent for service of process, notice or demand required or permitted by law to be served on the corporation. This is not necessarily the same as your liquor agent.

Nicholas Mattioli

24. Is applicant a subsidiary of any other corporation or LLC?

No  Yes (explain) \_\_\_\_\_

25. Does the corporation, any officer, any director, any stockholder, liquor agent, LLC, any member, or any manager hold any interest in any other alcohol beverage license or permit in Wisconsin?  
 No  Yes (explain) VINCENT PUGLIESE - CAFE PORTA ALBA

### Section D—Business Plan

26. What type of establishment is contemplated?  
 Tavern  Nightclub  Restaurant  Liquor Store  Grocery Store  
 Convenience Store without gas pumps  Convenience Store with gas pumps  
 Other \_\_\_\_\_

27. Business description \_\_\_\_\_

PIZZA AND PANINI AND SALADS ORDERED AT THE CASHIER  
AND PAID FOR AT THE SAME TIME. FOOD + BEVERAGES  
WILL BE THEN BROUGHT TO THE TABLE BY THE STAFF.

28. Hours of operation MON-SAT 11-9 SUN 11-8

29. Describe your management experience General Manager at Cafe  
Porta Alba from Aug. 2008 - Dec. 2012.

30. List names of managers below, along with city and state of residence.

Nicholas Mattioli → Monona, WI

31. Describe staffing levels and staff duties at the proposed establishment Minimum staff

at any time 3, Maximum staff 6. Duties: Taking customer orders,  
cleaning, Making pizza, making salads, making sandwiches, and general food prep.

32. Describe your employee training Workers safety, Food Safety, and

General Food Production Guidelines

33. Utilizing your market research, describe your target market.

Families, Working People on their lunch break

34. Describe how you plan to advertise and promote your business. What products will you be advertising?

Word of Mouth and Online Marketing with a  
focus on our food products.

35. Are you operating under a lease or franchise agreement?  No  Yes

36. 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?  
 No  Yes

### Section E—Consumption on Premises

This section applies to Class B and Class C applicants only. Class A license applicants (consumption off premises) may skip to Section F.

37. Do you plan to have live entertainment?  No  Yes—what kind? \_\_\_\_\_

38. What age range do you hope to attract to your establishment? All Ages

39. What type of food will you be serving, if any? Italian  
 Breakfast  Brunch  Lunch  Dinner

40. Submit a sample menu if applicable. What will be included on your operational menu?  
 Appetizers  Salads  Soups  Sandwiches  Entrees  Desserts  
 Pizza  Full Dinners

41. During what hours of operation do you plan to serve food? 11am - 9pm (All hours)

42. What hours, if any, will food service not be available? None

43. Indicate any other product/service offered. None

44. Will your establishment have a kitchen manager?  No  Yes

45. Will you have a kitchen support staff?  No  Yes

46. How many wait staff do you anticipate will be employed at your establishment? None

During what hours do you anticipate they will be on duty? N/A

47. Do you plan to have hosts or hostesses seating customers?  No  Yes

48. Do your plans call for a full-service bar?  No  Yes

If yes, how many barstools do you anticipate having at your bar? \_\_\_\_\_  
How many bartenders do you anticipate having work at one time on a busy night? \_\_\_\_\_

49. Will there be a kitchen facility separate from the bar?  No  Yes

*NO BAR*

50. Will there be a separate and specific area for eating only?  
 No  Yes, capacity of that area \_\_\_\_\_
51. What type of cooking equipment will you have?  
 Stove  Oven  Fryers  Grill  Microwave
52. Will you have a walk-in cooler and/or freezer dedicated solely to the storage of food products?  
 No  Yes
53. What percentage of payroll do you anticipate devoting to food operation salaries? 90% or more
54. If your business plan includes an advertising budget:  
 What percentage of your advertising budget do you anticipate will be related to food? 100%  
 What percentage of your advertising budget do you anticipate will be drink related? 0%
55. Are you currently, or do you plan to become, a member of the Madison—Dane County Tavern League or the Tavern League of Wisconsin?  No  Yes
56. Are you currently, or do you plan to become, a member of the Wisconsin Restaurant Association or the National Restaurant Association?  No  Yes
57. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. New establishments estimate percentages:  
15 % Alcohol 85 % Food \_\_\_\_\_ % Other
58. Do you have written records to document the percentages shown?  No  Yes  
 You may be required to submit documentation verifying the percentages you've indicated.

### Section F—Required Contacts and Filings

59. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted.  No  Yes
60. I understand that I am required to host an information session at least one week before the ALRC meeting.  No  Yes
61. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session.  No  Yes
62. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting.  No  Yes
63. I agree to contact the Alcohol Policy Coordinator prior to the ALRC meeting.  No  Yes
64. I agree to contact the neighborhood association representative prior to the ALRC meeting.  
 No  Yes
65. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864]  No  Yes
66. I 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]  No  Yes
67. Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor?  
 No  Yes

**Section G—Contact Information for Clerk's Office**

68. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?

Contact person Nicholas Mattioli  
 E-mail address alife@tds.net  
 Phone 608-219-2697  
 Preferred language for correspondence English

**Read carefully before signing in front of a notary:** 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 the business according to law, and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. Lack of access to any portion of 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 20<sup>th</sup> day of February, 2013

[Signature]  
 (Clerk/Notary Public)

[Signature]  
 (Officer of Corporation/Member of LLC/Partner/Sole Proprietor)

My commission expires 3-13-2016

Clerk's Office checklist for complete applications		
<input type="checkbox"/> Orange sign <input checked="" type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation) <input checked="" type="checkbox"/> FEIN <input checked="" type="checkbox"/> Notarized application <input checked="" type="checkbox"/> Written description of premises	<input checked="" type="checkbox"/> Background investigation form(s) <input type="checkbox"/> Form for surrender of previous license <i>n/a</i> <input checked="" type="checkbox"/> *Articles of Incorporation <input checked="" type="checkbox"/> *Notarized Appointment of Agent * Corporation/LLC only	<input checked="" type="checkbox"/> Floor Plans <input checked="" type="checkbox"/> Lease <input type="checkbox"/> Sample Menu
Date complete application filed with Clerk's Office <u>2/20/13</u>		
Date of ALRC meeting _____ Date license granted by Common Council _____		
Date provisional issued _____ Date license issued _____ License number _____		

