



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

Section A – Applicant

1. If needed, a qualified interpreter can be provided at no charge to you. Would you like an interpreter?

Yes (language: _____)

No (If you answer no and you do require an interpreter, the ALRC will refer your application to a subsequent meeting and this may delay your application process)

Si usted requiere o necesita un/a intérprete, nosotros podemos proveer un/a intérprete sin costo alguno. ¿Le gustaría tener un/a intérprete?

Sí, lenguaje _____

No. Si usted escoge "no" en la solicitud/aplicación, y usted sí requiere un/a intérprete, el comité remitirá su solicitud para una nueva junta y esto puede atrasar el proceso de su solicitud.

2. This application is for the license period ending June 30, 2015.
3. 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.
ONE BARREL BREWING Company, LLC
4. Trade Name (doing business as) One Barrel Brewing Company
5. Address to be licensed 2001 Atwood Ave. Madison, WI 53704
6. Mailing address Same
7. Anticipated opening date opened 7/05/2012
8. Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 2?
 No Yes (explain) _____
9. Does another alcohol beverage licensee or wholesale permittee have interest in this business?
 No Yes (explain) we currently hold a Brew Pub License & a Beer/Wine License

Section B—Premises

10. 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.

The first Floor (1300 sq Ft.) ^{consists} of approx. 600 sq. Ft. of

Bar Room Area. Alcohol is stored in a walk-in cooler at rear of building and in a controlled/locked storage area, as well as behind the bar. There is NO outdoor seating

11. Attach a floor plan, no larger than 8 1/2 by 14, showing the space described above.

12. Applicants for on-premises consumption: list estimated capacity currently 80

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

Street parking in area only.

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

No Yes, license issued to _____ (name of licensee)

15. Attach copy of lease. - See original Application for one Barrel if ALL 19 Pages are required

Section C—Corporate Information

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

16. Name of liquor license agent Peter Gentry

17. City, state in which agent resides Monona, WI

18. How long has the agent continuously resided in the State of Wisconsin? 10+ Years

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 _____

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

WI 12/2012

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
<u>Owner</u>	<u>Peter Gentry</u>	<u>Monona, WI</u>

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.

Peter Gentry

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) We currently hold a Brew Pub License & a Beer/Wine License

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 Brew Pub

27. Business description Brew Pub serving beers ~~that are~~ made in-house, along with other beer & wine. Plus a limited food menu. We are looking to add a small liquor selection with local/high-end options

28. Hours of operation M-W 4pm-11pm / Thurs-Fri 4pm-1am / Sat 12pm-1am / Sun 12pm-11pm

29. Describe your management experience I have owned and managed one Barrel for nearly two years and Star Bar for 3 months

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

Peter Gentry Monona, WI

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

We keep one licensed bartender on during off peak times and two on at peak times, along with myself.

32. Describe your employee training Staffs required to be licensed.

We have an extensive training manual and training/coaching is on going.

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

25-55 Year old Beer lovers. Customers Currently
Come from all over for our Unique Concept Beers

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

Word of mouth. Social Media, Press Releases

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 N/A

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? LIVE Acoustic

type music. - we already hold a permit for this

38. What age range do you hope to attract to your establishment? 25-65

39. What type of food will you be serving, if any? menu is attached

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? All open hours

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

43. Indicate any other product/service offered. We sell a lot of Branded Merchandise

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? 0

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? 20 Currently
 How many bartenders do you anticipate having work at one time on a busy night? 2
49. Will there be a kitchen facility separate from the bar? No Yes
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? 10%
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? 20%
 What percentage of your advertising budget do you anticipate will be drink related? 30%
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:
88 % Alcohol 9 % Food 3 % 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—Information for Clerk's Office

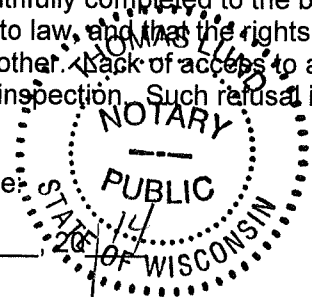
68. State Seller's Permit 456-1027547129.02
69. Federal Employer Identification Number 45-4008531
70. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?
 Contact person Peter Gentry
 E-mail address Peter.Gentry@gmail.com
 Phone 608-335-2284 Preferred language English
71. Corporate attorney, if applicable: Name N/A
 Phone _____ E-mail _____

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. ~~Back 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 28th day of April, 2014

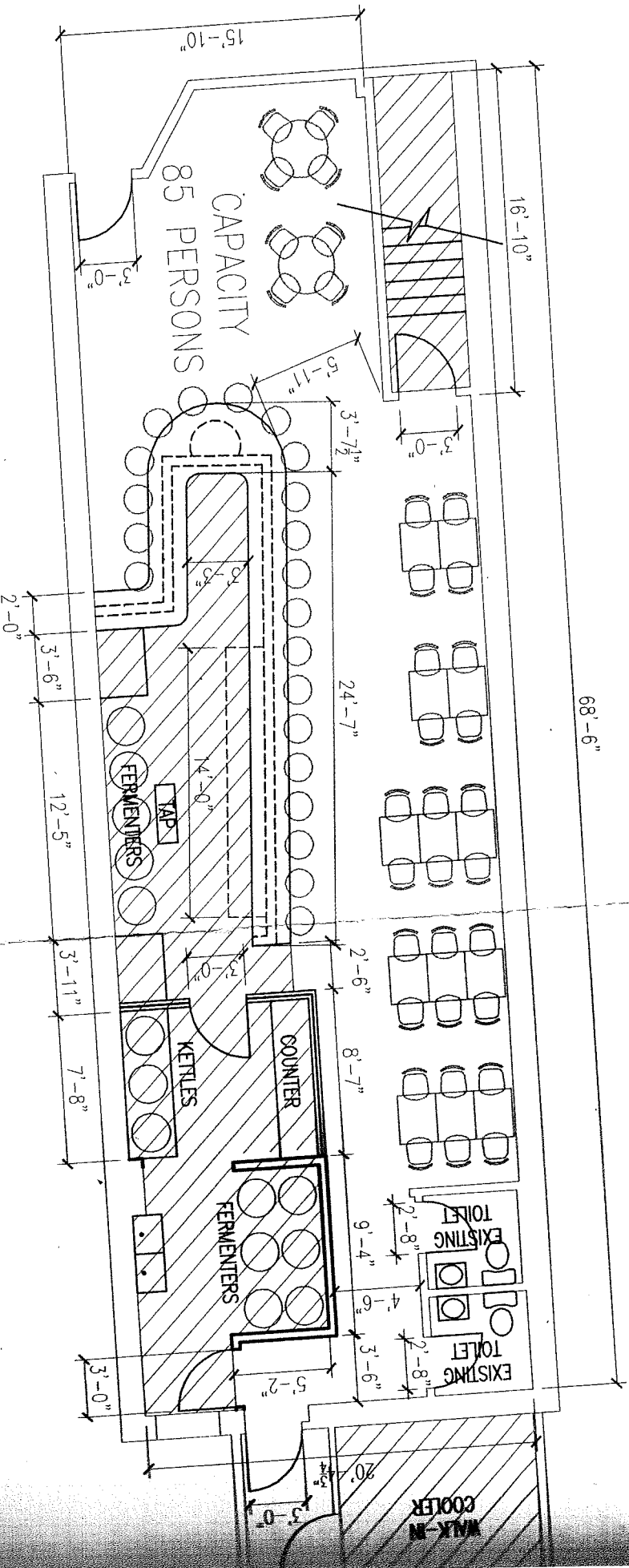
Thomas [Signature]
 (Clerk/Notary Public)



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

My commission expires 05/24/15

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 <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 checked="" type="checkbox"/> Sample Menu <input checked="" type="checkbox"/> Business Plan
Date complete application filed with Clerk's Office _____		
Date of ALRC meeting _____ Date license granted by Common Council _____		
Date provisional issued _____ Date license issued _____ License number _____		



ONE BARREL BREWING COMPANY
 2001 SIMMONSON AVENUE
 ST. LOUIS, MO



ONE BARREL BREWING COMPANY



MON. - WED. 4PM-11PM
THURS. & FRI. 4PM-1AM

SATURDAY 12PM-1AM
SUNDAY 12PM-11PM

FOOD MENU

- FRESH PANINIS - \$7

WITH A PICKLE & CHIPS
ON MADISON SOURDOUGH CO. BREAD

THE ITALIAN - COPA, SALAMI, AND PROVOLONE.
WITH HOT GIARDINIERA.

BEEF & CHEESE - PASTRAMI AND SMOKED GOUDA.
WITH QUINCE & APPLE'S SHALLOT CONFIT.

DOUBLE CHEESE - CHEDDAR AND FONTINA.
WITH RENAISSANCE FARMS' SWEET BASIL PESTO.

THE SWEET TREAT - NUTELLA & PEANUT BUTTER.
WITH QUINCE & APPLE'S PEAR AND HONEY SPREAD.

- 12" FRABONI'S PIZZAS - \$10

DOUBLE CHEESE VEGGIE
PEPPERONI PENGUIN SAUSAGE
GIARDINIERA & SAUS. SUPREME (\$12)

MEAT & CHEESE BOARD (UNDERGROUND) \$12
- FINOCCHIONA, SAUCISSON SEC, SPANISH CHORIZO,
CARR VALLEY CHEESE & QUINCE & APPLE'S FIG JELLY

CHIPS & SALSA (PASQUAL'S) \$6

HOT SOFT PRETZEL (BATCH) \$4
BUTTERED & SALTED - W/ MUSTARD

BRAUNSCHWEIGER & RITZ (KLEMENT'S) \$4

LANDJAGER (ZUBER'S) \$4

POPCORN OR CHEESE BALLS \$2

ASSORTED POTATO CHIPS \$1

PICKLED EGG (REGULAR OR RED HOT!) \$1

HOT NUTS \$1

DARK CHOC. PRETZELS (GAIL AMBROSIUS) \$5

BANANA CHIPS \$1

WINE LIST

- WHITE -

CHARDONNAY - SYCAMORE LANE (CA)
\$5.50/\$20

CHARDONNAY - 14 HANDS (COLUMBIA VALLEY, WA)
\$7/\$24

RIESLING - SNOQUALMIE ORGANIC (WA)
\$7.50/\$26

PINOT GRIGIO - ALTA LUNA (DOLIMITI, ITALY)
\$8/\$28

SAUV. BLANC - NOBILO (MARLBOROUGH, NZ)
\$8.50/\$30

- RED -

MERLOT - SYCAMORE LANE (CA)
\$5.50/\$20

CABERNET - 14 HANDS (COLOMBIA VALLEY, WA)
\$7/\$24

PINOT NOIR - TRINITY OAKS (NAPA, CA)
\$7.50/\$26

PETITE SIRAH BLEND - CONCANNON (CENTRAL CA)
\$7.50/\$26

SHIRAZ BLEND - 19 CRIMES (S.E. AUSTRALIA)
\$7.50/\$26

MALBEC - ALTOS DEL PLATA (MENDOZA, ARG)
\$8.50/\$30

PINOT NOIR - BYRON (SANTA BARBARA, CA)
\$36/BOTTLE

- CHAMPAGNE / CAVA -

SEGURA VIUDAS (SPAIN) - \$25/BOTTLE

VEUVE CLIEQUOT (FRANCE) - \$75/BOTTLE

OBBC MERCHANDISE

- PINT GLASSES \$4 - COFFEE MUGS \$6 -

- ONE BARREL MUSTARD \$5 -

- HATS \$10 - T-SHIRTS \$15 -

- 3/4 T's \$20 - SWEATSHIRTS \$30 -

MUG CLUB

\$75

BAR STOOL PURCHASE

\$4500

Business Plan
Previously Submitted

Executive Summary

American tastes are changing. Look at coffee, cheese, chocolate, bread and yes, beer. The public wants choice, flavor and diversity in the products they buy. One Barrel Brewing Company (OBBC) will offer the public another choice for flavor and diversity by producing several varieties of high-end craft beer in our one-barrel brewery. OBBC will also offer a unique opportunity for consumers to enjoy these beers almost exclusively at our tasting room within the Madison area's first Nanobrewery.

This is an excellent time for OBBC to enter the market because, in the first half of 2011 alone, retail sales in the craft beer industry have increased by 15% nationwide. In addition to industry-wide growth, in the Madison area it is estimated that craft beer's market share is around 15% of the total beer market (compared to 5% nationally by volume in 2010). In cities such as Portland, Oregon, craft beer's share of the market is already closer to 30%, showing the likelihood of tremendous growth here in Dane County.

One Barrel Brewing Company will take advantage of this potential growth by concentrating on brewing premium quality beer in small batches with local ingredients whenever possible. Our tasting room will have seven rotating taps that will each change to an entirely new beer as soon as the previous barrel is finished. The tasting room will also maintain three full time taps featuring our most popular and time-tested beers. The demand for these high-end beers will be driven by their quality and affordable price. OBBC's unique tasting room distribution method, and the fact that our beers will rotate so frequently, will serve to further drive demand.

Due to the potential in this market, ongoing connections to prominent market figures, and our demonstrated ability to make good beer, we expect to meet our financial goals in our first year. The intention would then be to triple the capacity of our brewery in our second year. We then plan to open another location by our sixth year in business, bringing our capacity to between 1,200 and 2,000 barrels of beer per year. This will entail expanding our wholesale product lines as well as hiring a full time brew master and several additional employees.

These are not lofty goals. The primary barrier is obtaining financing in a down economy. But even in this down economy, the craft brewing industry is absolutely booming. One Barrel Brewing Company's entry into the industry at this time will put us ahead of all of the other small breweries that are sure to follow and will ensure success and profits for years to come.