



Liquor/Beer License Application

City of Madison Clerk
210 MLK Jr Blvd, Room 103
Madison, WI 53703

licensing@cityofmadison.com
608-266-4601

- Class A: Beer, Liquor, Cider
 Class B: Beer, Liquor,
 Class C Wine

(Agenda Item Number)	57110
(Legistar file number)	LICLIB-2019-00715
(License number)	6
(Alder District #)	408
(Police Sector)	
Office Use Only	

Section A – Applicant

- 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.
Pho King Good LLC
- Trade Name (doing business as) Pho King Good
- Address to be licensed 600 Williamson St. Suite E. Madison, WI. 53703
- Mailing address Same
- Anticipated opening date 11/01/2019
- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 3?
 No Yes (explain)
- Does another alcohol beverage licensee or wholesale permittee have interest in this business? No Yes (explain)

Section B—Premises

- 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 receipts. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.

Pho King Good is located in a Strip Mall (gateway).
The alcohol beverages will serve in Dining Rooms and Stored
in the back Storage room located in the Kitchen area.
No outdoor sitting are available.

9. Applicants for on-premises consumption only. Estimated capacity (patrons and employees):

Indoor: 100 Outdoor: 0

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

We are share the parking lot with the GateWay Mall, and the Strip Mall will have professional security to monitor the parking lot.

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

No Yes, license issued to Wah Kee Noodle (name of licensee)

Section C—Corporate Information

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

12. Name of liquor license agent Ting Cai Zhou

13. City, state in which agent resides Madison, WI.

14. How long has the agent continuously resided in the State of Wisconsin? 5yrs

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

No, but will complete prior to ALRC meeting Yes, date completed 6/7/2019

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

Wisconsin, 7/29/2019

17. 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>Ting Cai Zhou</u>	<u>Madison, WI.</u>

18. 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.

Ting Cai Zhou

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

No Yes (explain) _____

20. 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) The owner also own an other restaurant (Szechuan Garden) that have Beer and wine licence.

Section D—Business Plan

21. What type of establishment is contemplated?
 Tavern Nightclub Restaurant Liquor Store Grocery Store
 Convenience Store without gas pumps Convenience Store with gas pumps
 Other _____
22. 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
23. Hours of operation: please enter opening and closing times in the table below.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
11am-10pm	11am-10pm	11am-10pm	11am-10pm	11am-10pm	11am-11pm	11am-11pm
<i>(Class B only) Enter below any hours when food service will not be available, if applicable</i>						
-	-	-	-	-	-	-

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.

24. Indicate any other product/service offered. Vietnamese Pho and More
25. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. (Note: Non-alcoholic drinks are classified as "Food.") New establishments estimate percentages:
20 % Alcohol 80 % Food _____ % Other
- If applicable, describe "Other": _____
- Do you have written records to document the percentages shown? No Yes
 You may be required to submit documentation verifying the percentages indicated.
26. Do you plan to have live entertainment? No Yes—what kind? _____

If planned entertainment includes live music (except solo acoustic), a DJ, or a designated dance floor, please also complete an Entertainment License.

Section F—Required Contacts and Filings

27. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted. No Yes
28. I understand that I am required to host an information session at least one week before the ALRC meeting. No Yes
29. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session. No Yes

30. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting. No Yes
31. I agree to contact the Deputy Clerk prior to the ALRC meeting. No Yes
32. I agree to contact the neighborhood association representative prior to the ALRC meeting. No Yes
33. I intend to operate under the alcohol license within 90 days of the Common Council granting this license. The license shall be considered surrendered if not issued within 90 days of being granted. No Yes
34. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864] No Yes
35. I understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in question 1, above. [phone 608-266-2776] No Yes
36. 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

37. This application is for the license period ending June 30, 2020.
38. State Seller's Permit 4 5 6 - 1 0 3 0 0 9 2 4 0 3 - 0 4
39. Federal Employer Identification Number 84-2552025

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

Contact person Ting C. Zhou

Business phone 608-203-9341 Business e-mail address tingczhou8@gmail.com

Preferred language Chinese Mandarin

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

- Yes (language: Chinese Mandarin)
- 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.

41. Corporate attorney, if applicable: Name None

Phone _____ E-mail _____

NOTICE: Completed application are due by noon of the third Monday (fourth, if the Clerk's office is closed on the third Monday) to get on the agenda for the proceeding months Alcohol License Review Committee. A completed application **must** be accompanied by the following items:

- Copy of State Seller's Permit (Not Business Tax Registration Certificate), Appointment of Agent (if Corp/LLC),
- Member background investigation forms, Articles of Incorporation (if Corp/LLC), Floor Plans,
- Copy of Lease, Business Plan, and Sample Menu (if applying for Class B license)

If required items are missing, the application will not be considered complete and will not be accepted by the Clerk's Office until all requirements are submitted. No exceptions are made.

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 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.

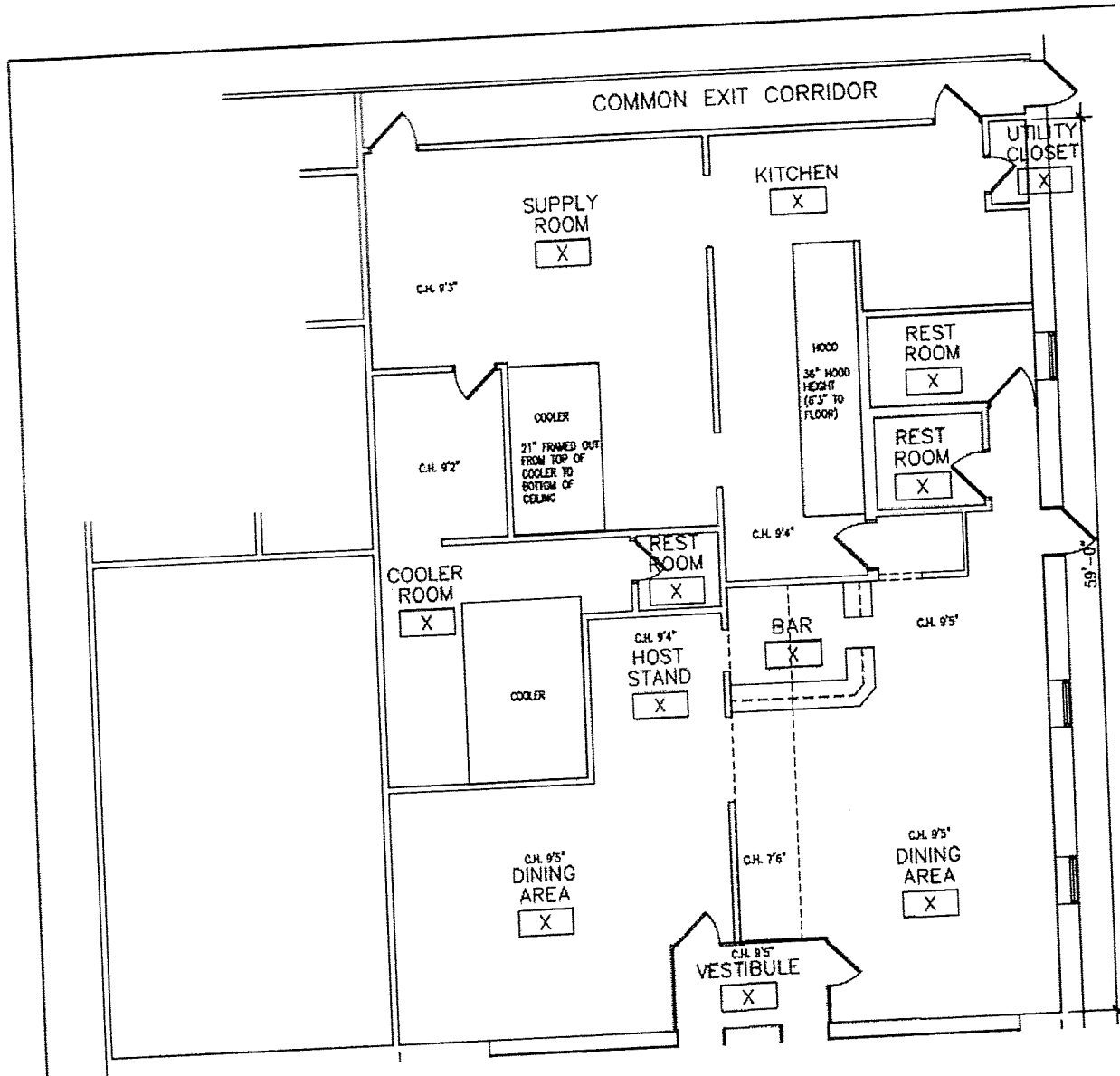
Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.

Ting C. Zhou
 (Officer of Corporation/Member of LLC/Partner/Sole Proprietor)

8/13/2019
 (Date)

Clerk's Office checklist for complete applications		
<input checked="" type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation)	<input checked="" type="checkbox"/> Background investigation form(s)	<input checked="" type="checkbox"/> Floor Plans
<input checked="" type="checkbox"/> FEIN	<input type="checkbox"/> Form for surrender of previous license	<input checked="" type="checkbox"/> Lease
<input checked="" type="checkbox"/> Written description of premises	<input checked="" type="checkbox"/> *Articles of Incorporation	<input checked="" type="checkbox"/> Business Plan
	<input checked="" type="checkbox"/> *Appointment of Agent	<input checked="" type="checkbox"/> **Sample Menu
	* Corporation/LLC only	** Class B only
Upon Application Submission, the Clerk's Office issued to the application:		
<input type="checkbox"/> Orange sign <input type="checkbox"/> Orange business card		
<input type="checkbox"/> "Applying for a Liquor/Beer License in the City of Madison" brochure with contact information		
Date complete application filed with Clerk's Office _____		
Date of ALRC meeting _____	Date license granted by Common Council _____	
Date provisional issued _____	Date license issued _____	

EXHIBIT A



Business Plan

We are planning to open a Vietnamese Noodle (pho) shop. We are targeting downtown of Madison and surrounding neighborhoods. A family style restaurant that serve food and alcohol beverages.

PHỞ KING

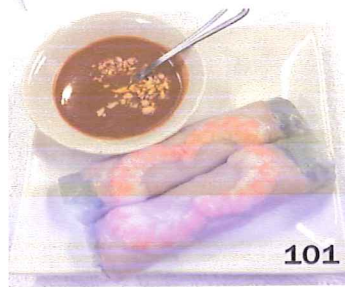
Good



APPETIZERS

CÁC MÓN ĂN CHƠI

- 101 Salad Rolls - Gỏi Cuốn** \$5.50
Shrimp, pork, vermicelli noodles, basil leaves, bean sprouts, lettuce wrapped in rice paper and side of peanut sauce.
- ** Vegie 102 Vegetarian Salad Rolls - Gỏi Cuốn Chay** \$5.50
Marinated vegetables, vermicelli noodles, basil leaves, bean sprouts, lettuce wrapped in rice paper and side of peanut sauce.
- 103 Lemongrass Grilled Pork Rolls - Thịt Nướng Cuốn** \$5.95
Grilled lemongrass pork, vermicelli noodles, basil leaves, bean sprouts, lettuce wrapped in rice paper and a side of fish sauce.
- 104 Lemongrass Grilled Chicken Rolls - Gà Nướng Cuốn** \$5.95
Grilled lemongrass chicken, vermicelli noodles, basil leaves, bean sprouts, lettuce wrapped in rice paper and a side of fish sauce.
- 105 Shredded Pork Rolls - Bì Cuốn** \$5.95
Shredded pork, vermicelli noodles, basil leaves, bean sprouts, lettuce wrapped in rice paper and a side of fish sauce.
- 106 Grilled Vietnamese Pork Sausage Rolls - Nem Nướng Cuốn** \$5.95
Grilled pork sausage, vermicelli noodles, basil leaves, bean sprouts, lettuce wrapped in rice paper and a side of fish sauce.
- 107 Crispy Spring Rolls - Chả Giò** \$5.95
Pork, shrimp, glass noodles, vegetables wrapped in rice paper and a side of fish sauce.
- ** Vegie 108 Vegetarian Crispy Spring Rolls - Chả Giò Chay** \$5.95
Marinated vegetables wrapped in flour paper and a side of sweet soy sauce.
- 109 Chicken Satay - Gà Satay** \$7.50
Grilled chicken satay skewers and side of peanut sauce.
- 110 Fried Chicken Pot-stickers - Bánh Xếp Gà Chiên** \$5.50
Chicken, mixed vegetables and a side of sweet soy sauce.
- 111 Fried Shrimp Sticks - Tôm Cuốn Chiên** \$5.50
Whole shrimp, onion wrapped in flour paper and side of sweet fish sauce
- 112 PKG Fried Chicken Wings - PKG Cánh Gà Chiên** \$7.50
Fried marinated chicken wings with house sweet and sour sauce .
- 113 Fried Bean curd wrapped Shrimp patty - Tàu Hủ Kỵ Tôm Chiên** \$8.95
Deep fried shrimp patty wrapped in bean curd and side of sweet fish sauce
- 114 Beef Meatballs Soup - Soup Bò Viên** \$5.50
Beef meatballs in beef broth
- 115 Fried Crab Puff - Bánh Xếp Cua Chiên** \$7.50
Seasoned Imitation crab & cream cheese in wonton wrapper with house sweet and sour sauce
- ** Vegie 116 Grilled Tofu - Đậu Hủ Nướng** \$5.50



BEEF NOODLE SOUPS



1-PKG Special

Choice of meat cuts served with fresh rice noodles in rich beef broth, garnished with onion, cilantro and comes with a side of fresh basil, bean sprouts, jalapenos & lime.

- | | | |
|----|---|----------------|
| 1 | PKG Special - PKG Đặc Biệt
<i>Round Steak, Flank, Tripe, Tendon & Meatballs</i> | \$10.95 |
| 2 | Round Steak, Flank & Tendon - Tái, Nạm, Gân | \$9.75 |
| 3 | Round Steak, Flank - Tái, Nạm | |
| 4 | Round Steak, Meatball - Tái, Bò Viên | |
| 5 | Round Steak, Tendon - Tái, Gân | |
| 6 | Round Steak, Tripe - Tái, Sách | |
| 7 | Round Steak - Tái | |
| 8 | Beef Meatball - Bò Viên | |
| 9 | Lean Brisket - Chín | |
| 10 | Chicken - Phở Gà | |
| 11 | Noodles & Broth - Bánh Phở Không Thịt | \$7.50 |
| 12 | Kids Size (no meat) - Bánh Phở Trẻ Em | \$3.50 |



202

SALAD

- | | | |
|-----|--|---------------|
| 202 | Lotus Salad - Gỏi Sen
<i>Lotus root, pickled carrots & daikon, cucumbers topped with shrimp, basil, and fried shallots</i> | \$7.25 |
| 203 | Round Beef Salad - Gỏi Bò Tái
<i>Lettuce, tomatoes, cucumbers, topped with steak, and fried shallots</i> | \$7.25 |
| 205 | Chicken Salad - Gỏi Gà
<i>Shredded cabbage, carrots, topped with hand pulled chicken, basil, and fried shallots</i> | \$7.25 |

PHỞ

* Super Bowl add \$3.50

* Extra Noodle add \$2.00

* Extra Meat add \$2 and Up

*** Round Steak served under-cooked

GỎI

RICE OR EGG NOODLE SOUPS

HỦ TIẾU HAY MÌ

** Vegetarian

 Spicy

Choice of Egg Noodle or Rice Noodle served with varieties meat and soup, garnished with cilantro, green onion, lettuce and fried shallots

- | | | |
|---|---|----------------|
| 301 | La Cay Egg Noodle Soup - Mì La Cay
<i>BBQ Pork, fried hen & fried shrimp cake</i> | \$10.75 |
| 302 | Braised Duck Egg Noodle Soup - Mì Vịt Tiềm
<i>Braised duck in a herbs duck broth, broccoli and shitake mushrooms.</i> | \$10.75 |
| 303 | Combination Egg Noodle Soup - Mì Thập Cẩm
<i>Shrimp, fish balls, BBQ pork, pork heart and liver</i> | \$10.50 |
| 304 | Seafood Rice Noodle Soup - Hủ Tiếu Hải Sản
<i>Shrimp, squid, fish balls & imitation crab</i> | \$10.50 |
| 305 | Chicken Rice Noodle Soup - Hủ Tiếu Gà | \$9.95 |
| 306 | Shrimp Rice Noodle Soup - Hủ Tiếu Tôm | \$9.95 |
| 307 | Wonton & BBQ Pork Egg Noodle Soup - Hoàn Thánh & Xá Xiú
<i>in Wonton have shrimp & pork</i> | \$10.50 |
| 308 | BBQ Pork Rice Noodle Soup - Hủ Tiếu Xá Xiú | \$9.95 |
| ** Vegie 309 | Vegetarian Rice Noodle Soup - Hủ Tiếu Chay
<i>with mixed vegetables, Broccoli, Carrot, Napa & Tofu</i> | \$9.95 |
|  310 | Tom Yum Noodle Soup - Bún Tôm Tom-Yum
<i>Shrimp w/ vermicelli rice noodle</i> | \$10.50 |
| 311 | Chicken & Fish Rice Noodle Soup
Hủ Tiếu Gà & Cá | \$10.50 |
| 312 | Round Rice Noodles with Pork Leg & Shrimp
Bánh Canh Tôm Thịt | \$10.50 |
| 313 | Round Rice Noodles with Pork leg & Pork hock
Bánh Canh Giò Heo | \$10.50 |



301



310



Fried Doughnut \$2



SPECIALS

ĐẶC BIỆT

 Spicy

-  **401 Beef Stew w/ Egg or Rice Noodle Soup - Bò Kho** **\$10.75**
Choice of Egg or Rice Noodle, Beef shank and flank with aromatic spices, carrots
-  **402 Beef Stew w/ French Bread - Bánh Mì Bò Kho** **\$9.50**
Same as 401, served with French bread
-  **403 Spicy BBH Noodle Soup - Bún Bò Huế** **\$11.95**
Beef shank, cha lua, pork hock, leg & pork blood w/ large rice vermicelli & spicy lemongrass beef broth
- 404 Duck & Bamboo Noodle Soup - Bún Măng Vịt** **\$10.95**
Rice vermicelli noodle, bamboo shoots in duck broth served w/ salad of shredded cabbage & duck meat.
- 405 Shrimp Paste Tomato Noodle Soup - Bún Riêu** **\$9.95**
Rice vermicelli in shrimp soup topped with a mix of minced shrimp & pork meatballs, tofu & tomatoes
- 406 Fresh Dungeness Crab Noodle Soup - Bánh Canh Cua** **\$11.95**
Thick, round rice noodle, shrimp, pork, egg, shredded crab meat in rich crab soup
- 407 Nam Vang Style Noodle Soup - Hủ Tiếu Nam Vang** **\$10.95**
Translucent rice noodles, shrimp, pork liver, heart, squids and fish balls in chicken soup
- 408 Vietnamese Crispy Rice Crepe - Bánh Xèo** **\$11.95**
Included pork, shrimp, onion, bean sprout served with lettuce and fish sauce
- 411 Chicken Congee w/ Salad - Cháo Gà & Gỏi** **\$10.95**
Chicken congee served with a salad of shredded cabbage and chicken



Bread \$1



408

RICE VERMICELLI ENTREES

BÚN

Choice of meat served with rice vermicelli Noodle, garnished with mixed lettuce, basil, bean sprouts, cucumbers, scallion, fried shallots, pickled carrots and daikon and a side of fish sauce



502



509

- | | | |
|----------|---|----------------|
| 501 | Lemongrass Grilled Pork & Spring Rolls
Thịt Nướng & Chả Giò | \$11.50 |
| 502 | Lemongrass Grilled Pork & Shrimp
Thịt & Tôm Nướng | \$11.50 |
| 503 | Lemongrass Grilled Pork
Thịt Nướng | \$10.95 |
| 504 | Crispy Spring Rolls
Chả Giò | \$10.95 |
| 505 | Lemongrass Grilled Chicken
Thịt Gà Nướng | \$10.95 |
| 506 | Grilled Kalbi Beef
Bò Kalbi Nướng | \$12.95 |
| ** Vegie | 507 Vegetarian Crispy Spring Rolls
Chả Giò Chay | \$10.95 |
| 508 | Grilled Vietnamese Pork Sausage
Nem Nướng | \$10.95 |
| 509 | Grilled Shrimp on Sugarcane
Chạo Tôm | \$10.95 |
| 510 | Lemongrass Grilled Chicken & Spring Rolls
Thịt Gà Nướng & Chả Giò | \$11.50 |
| 511 | Lemongrass Grilled Chicken & Shrimp
Thịt Gà & Tôm Nướng | \$11.50 |



501



507



505

RICE ENTREES

Choice of meat, served with steamed rice, garnished with lettuce, tomatoes, cucumbers, pickled carrots and daikon and side of fish sauce



601

COM

- Fried Egg (optional) add \$1



604

- | | | |
|-----|--|---------|
| 601 | PKG Special (Shredded Pork, Egg Patty, Grilled Pork Chop & Fried Bean curd wrapped with Shrimp Patty)
PKG Đặc Biệt (Bì, Chả, Sườn Nướng, Tàu Hủ Ky) | \$15.50 |
| 602 | Lemongrass Grilled Pork, Shrimp, Shredded Pork & Egg Patty
Thịt Nướng, Tôm, Bì & Chả | \$13.50 |
| 603 | Grilled Pork chop, Shredded Pork & Egg Patty
Sườn Nướng, Bì & Chả | \$12.50 |
| 604 | Lemongrass Grilled Pork & Shrimp
Thịt & Tôm Nướng | \$11.50 |
| 605 | Lemongrass Grilled Chicken
Gà Nướng | \$10.50 |
| 606 | Lemongrass Grilled Chicken & Spring Roll
Gà Nướng & Chả Giò | \$10.50 |
| 607 | Korean Kalbi Beef
Bò Kalbi Nướng | \$20.95 |
| 608 | Chicken Teriyaki & Broccoli
Gà Teriyaki & Bông cải | \$10.50 |
| 609 | Chicken Curry with steamed rice
Cà ri Gà | \$10.50 |
| 610 | Lemongrass Grilled Pork
Thịt Nướng | \$10.50 |
| 611 | Lemongrass Grilled Pork Chop
Sườn Nướng | \$10.50 |
| 612 | Grilled Kalbi Beef
Bò Kalbi Nướng | \$12.95 |



603



607 Kalbi Beef

DESSERTS

PKG Three Colors - Mung, Red & White Bean, Agar Strip & Coconut Milk	\$4.25
PKG Chè Ba Màu	
Red Bean Agar Strip & Coconut Milk	\$3.95
Chè Đậu Đỏ Nước Cốt Dừa	
White Bean, Agar Strip & Coconut Milk	\$3.95
Chè Đậu Trắng Nước Cốt Dừa	
Mixed Fruits & Half/Half Milk	\$3.95
PKG Chè Trái Cây Thập Cẩm	
Longan - Trái Nhãn	\$3.25
Lychee - Trái Vải	\$3.25



BEVERAGES

Vietnamese Espresso with Condensed Milk (Iced or Hot)	\$3.75
Cà Phê Sữa Đá - Nóng	
Vietnamese Espresso with Sugar (Iced or Hot)	\$3.50
Cà Phê Đen Đá - Nóng	
Soybean Milk - Sữa Đậu Nành	\$2.00
Orange Juice - Nước Cam	\$2.00
Lemonade - Đá Chanh	\$3.00
Strawberry Lemonade - Đá Chanh Dâu	\$3.00
Soda Lemonade - SODA Đá Chanh	\$3.00
Salty Lemonade - Chanh Muối	\$3.00
Salty Plum - Xí Muội Muối	\$3.00
Iced Thai Tea - Trà Thái	\$3.00
Iced Green Tea - Trà Xanh	\$3.25
Fresh Whole Coconut - Nước Dừa Tươi	\$4.00
SODA ** NO REFILL ** - Nước Ngọt	\$1.75
(Coke, Diet Coke, Sprite, Root Beer & Orange)	

NƯỚC UỐNG



BUBBLE TEA DRINK

(Choose the following Flavors)

Banana - Chuối	Mango - Xoài
Coconut - Dừa	Milk Tea - Trà Sữa
Coffee - Cà Phê	Raspberry - Raspberry
Green Tea - Trà Xanh	Redbean - Đậu Đỏ
Guava - Ổi	Passion Fruit - Passion Fruit
Honeydew - Dưa Gan	Strawberry - Dâu
Lychee - Trái Vải	Taro - Khoai Môn

\$4.25**
(with Tapioca Boba)



SHAKE

Avocado - Bơ
Durian - Sầu Riêng
Jackfruit - Mít
Soupsor (Sweet & Sour) - Măng Cầu

SINH TỐ

\$4.50**

** Add \$.50 for Mixed Fruit Jelly