

# Liquor/Beer License Application

(Agenda Item Number)

85803

(Legistar file number)

LICLIB-2024-00945

(License number)

2

403

(Alder District #)

(Police Sector)

Office Use Only

Please Contact: (773) 788-5317

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

wrong - not liquor

## Section A - Applicant

1. 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.

Izakaya Shinya INC

2. Trade Name (doing business as) Izakaya Kuroyama

3. Address to be licensed 419 State St. Madison, WI 53703

4. Mailing address 419 State St. Madison, WI 53703

5. Anticipated opening date 11/1/2024

6. Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 1?

No  Yes (explain)

7. Does another alcohol beverage licensee or wholesale permittee have interest in this business?  No  Yes (explain)

## Section B - Premises

8. 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.

Alcohol beverages will be sold in side the premises or at the outdoor seating right in front of the restaurant, just like the same as previous Dubai Mediterranean Restaurant and Bar. Alcohol beverages will be stored on the premises in the basement.



9. Applicants for on-premises consumption only. Estimated capacity (patrons and employees):  
 Indoor: 48 people Outdoor: 20 people
10. Describe existing parking and how parking lot is to be monitored.  
Employee parking is in the back of the building, parking lot has camera to monitored.
11. Was this premises licensed for the sale of liquor or beer during the past license year?  
 No  Yes, license issued to Dubai' Mediterranean Restaurant and Bar. (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 ~~Hugo Liang~~, Kurt Halleen
13. City, state in which agent resides ~~Chicago, Illinois but will move to Wisconsin~~ Madison, WI
14. How long has the agent continuously resided in the State of Wisconsin? ~~1 month~~ 29 years
15. Has the liquor license agent completed the responsible beverage server training course?  
 No, but will complete prior to ALRC meeting  Yes, date completed 06/05/2024
16. State and date of registration of corporation, nonprofit organization, or LLC.  
Wisconsin, 09/18/2024
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
Owner	Hugo Liang	Chicago, IL

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.  
Hugo Liang
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) \_\_\_\_\_

**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
4pm - 12am	4pm - 2am	4pm - 2am	4pm - 2am	4pm - 2am	4pm - 2am	4pm - 2am
<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. food and drink
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:  
15 % Alcohol   85 % 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 180 days of the Common Council granting this license. The license shall be considered surrendered if not issued within 180 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, 20 25.
- 38. State Seller's Permit 4 5 6 - 1 0 3 1 8 3 6 7 5 1 - 0 4
- 39. Federal Employer Identification Number 99-4995977
- 40. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?  
 Contact person Hugo Wang  
 Business phone 773 7885317 Business e-mail address izakaya.kuroyama@gmail.com  
 Preferred language English.

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.

- 41. Corporate attorney, if applicable: Name \_\_\_\_\_  
 Phone \_\_\_\_\_ E-mail \_\_\_\_\_

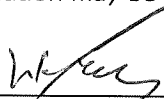
**NOTICE:** Completed application are due by noon of the third Monday (fourth, if the Clerk's office is closed on the third Monday) to get on the agenda for the proceeding months Alcohol License Review Committee. A completed application **must** be accompanied by the following items:

- 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.



\_\_\_\_\_  
(Officer of Corporation/Member of LLC/Partner/Sole Proprietor)

10/1/24

\_\_\_\_\_  
(Date)

**Clerk's Office checklist for complete applications**

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation) | <input type="checkbox"/> Background investigation form(s)       | <input type="checkbox"/> Floor Plans   |
| <input type="checkbox"/> FEIN  | <input type="checkbox"/> Form for surrender of previous license | <input type="checkbox"/> Lease         |
| <input type="checkbox"/> Written description of premises                                     | <input type="checkbox"/> *Articles of Incorporation             | <input type="checkbox"/> Business Plan |
|  | <input type="checkbox"/> *Appointment of Agent                  | <input type="checkbox"/> **Sample Menu |
|  | * Corporation/LLC only  | ** Class B only                        |

**Upon Application Submission, the Clerk's Office issued to the application:**

- Orange sign     Orange business card
- "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 \_\_\_\_\_

Hugo Liang

Izakaya Kuroyama

419 State St Madison, WI 53703

shinyabars@gmail.com

(773)788-5317

Subject: Business plan for Izakaya Shinya Inc DBA Izakaya Kuroyama Food and Liquor License

Our establishment, Izakaya Kuroyama, stands as the latest addition to a series of successful ventures, who has previously triumphed with Shinya Ramen House and Shinya Bar and Grill, located at 3240 S Halsted St, Chicago, IL 60616; and 2255 W North Ave, Chicago, IL 60647, accordingly. We also have another pending location Izakaya Tokyo located at 42 N Cass Ave Westmont IL 60559. Established by Hugo Liang in 2018, Shinya Ramen House has been a resounding success, and the subsequent opening of Shinya Bar and Grill further solidified our presence and popularity within the neighborhood.

### **Description of Proposed Work**

Our vision is to create an immersive Japanese experience for our guests from the moment they step through the doors. Through thoughtful remodeling, we aim to transport our patrons to the heart of Japan, where tradition meets modernity in a harmonious blend.

We aspire to provide a memorable and immersive Japanese dining experience that leaves a lasting impression on our guests, ensuring they feel as though they have truly stepped into the heart of Japan.

### **Description of the Business and Industry:**

Izakaya Tokyo is a unique addition to the local culinary scene, building on the success of Shinya Ramen House and Shinya Bar and Grill. It prides itself on promoting cultural diversity and offering an immersive educational experience for patrons interested in Japanese traditions. Our establishment is meticulously designed to create a welcoming atmosphere where responsible adults can savor the art of Japanese cuisine and indulge in premium Japanese sakes. Our expected sales for alcohol is 15% and 85% for food.

### **Features and Advantages of the Project:**

Our project distinguishes itself by focusing on the fusion of traditional Japanese culinary delights with a contemporary and inviting ambiance. The specialization in serving Japanese sake alongside our meticulously crafted meals enhances the overall dining experience,





setting us apart from conventional bars and grills. This combination of authentic flavors and cultural immersion is poised to attract a diverse clientele, contributing to the vibrancy of the local community.

### **Improvement Sought and its Impact on the Business and Downtown:**

The improvements we seek in securing a liquor license will not only allow us to expand our offerings but will also significantly contribute to the enhancement of the downtown area. By providing a unique and culturally rich establishment, we aim to draw more foot traffic to the downtown district, thereby boosting local businesses and creating a more vibrant and thriving community.

### **Credentials and Experience of Business Owners:**

The owner, with a proven track record in successfully managing Shinya Ramen House and Shinya Bar and Grill, brings a wealth of experience and expertise to Izakaya Kuroyama. The success of the past ventures attests to the owner's commitment to quality, customer satisfaction, and operational excellence.

### **Unusual or Expected Difficulties or Hardships:**

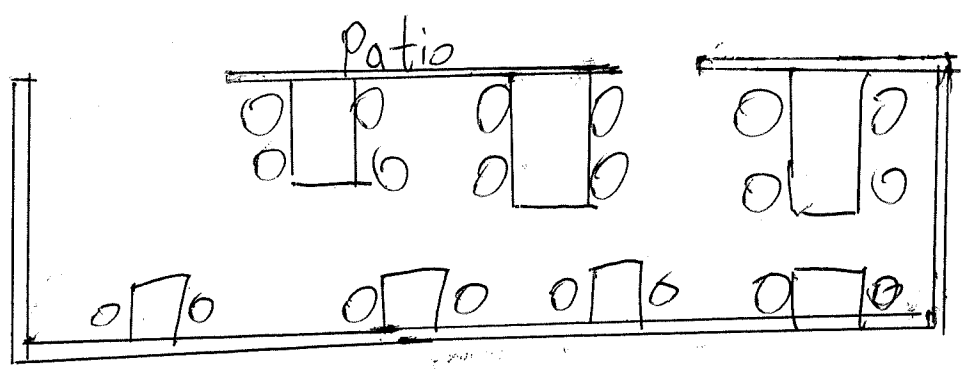
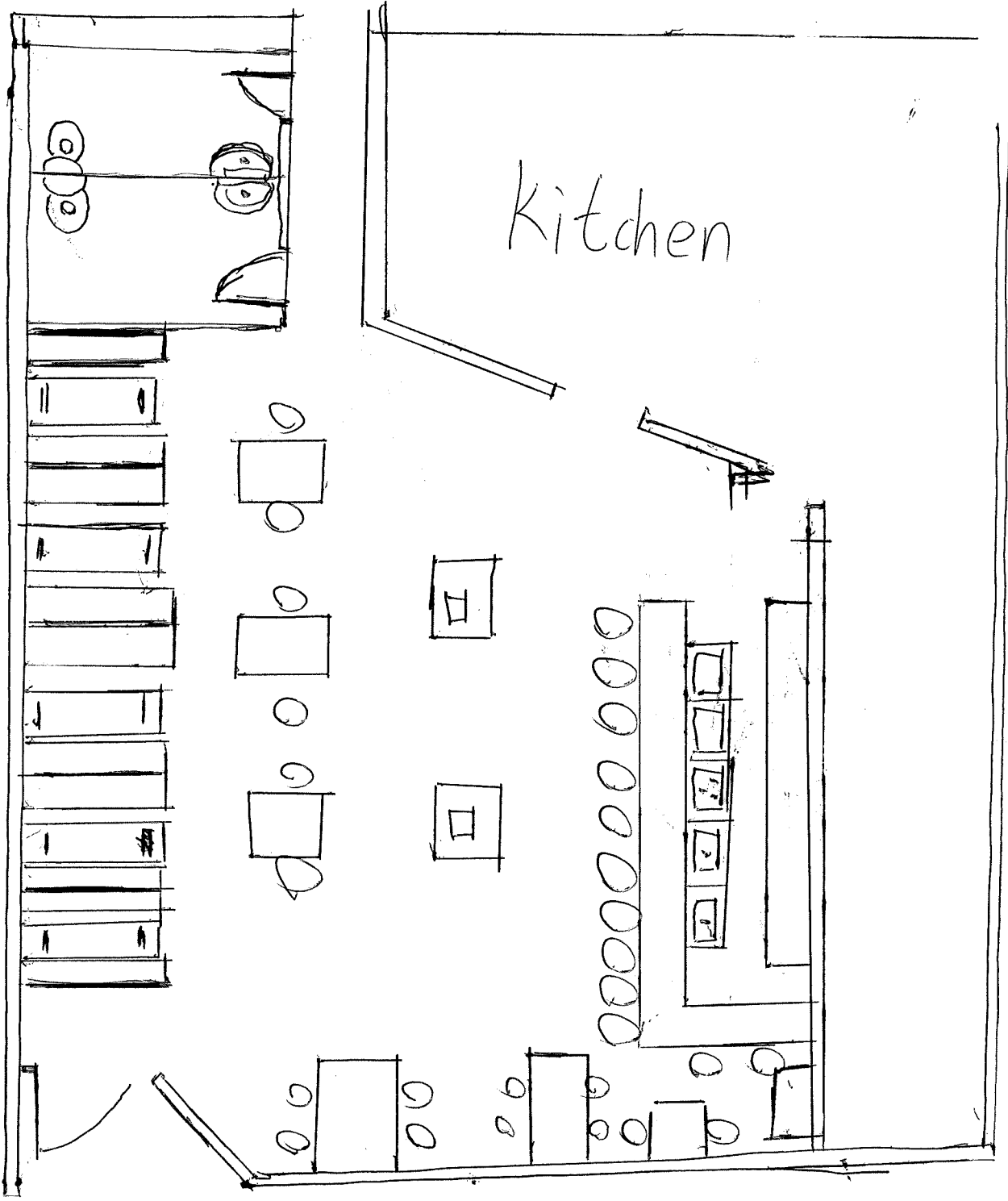
While we anticipate challenges inherent in the hospitality industry, such as competition and market dynamics, we are well-prepared to navigate these obstacles. The uniqueness of our concept, coupled with our commitment to exceptional service and cultural enrichment, positions us favorably to overcome any challenges that may arise.

In conclusion, Izakaya Kuroyama, building on the legacy of Shinya Ramen House and Shinya Bar and Grill, is poised to become a cornerstone of the local dining and entertainment scene. We are confident that the proposed improvements, including obtaining a liquor license, will not only elevate Izakaya Kuroyama but will also positively impact the entire community.

### **Hours and Operations:**

Our hours will be ideally 4pm-2am, and it's the same with our other restaurant. We are dedicated to fulfilling the culinary cravings of the Madison neighborhood's nighttime food enthusiasts.











# MENU

## Street food

### OKONOMIYAKI



1/4 for \$8

### TAKOYAKI



### KARAAGE



\$7

4pcs for \$7



## Drink



### HANDMADE YUZU

\$7

### CITRUS

Sapporo Beer \$6

Asahi Beer \$6



### HOKKAIDO MILKTEA

\$7 boba+1



\$6







# MENU

## Kushiyaki & Yakitori



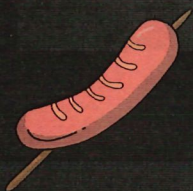
WAGYU  
BEEF

\$10



NEGIMA  
CHICKEN & LEEK

\$6



SAUSAGE

\$6



CHICKEN  
HEART

2 for \$6



UNAGI

1/2 for \$8



CHICKEN  
SKIN

2 for \$6

MISO EGGPLANT



\$6

SHIITAKE



\$6

