



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 Class A Cider

Section A – Applicant

- 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.

- This application is for the license period ending June 30, 2018.
- 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.

FMS LLC

- Trade Name (doing business as) MORRIS RAMEN
- Address to be licensed 106 KING ST. MADISON WI 53703
- Mailing address 106 KING ST MADISON WI 53703
- Anticipated opening date November 1st 2016
- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 2?
 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 records. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.

ALCOHOL TO BE SERVED IN DINING ROOM AND BAR OF RESTAURANT LOCATED ON 106 KING ST. ALCOHOL WILL BE STORED BEHIND THE BAR AND IN WALK-IN COOLER.

Approximately 250 square feet of service space

total area of premises: 3000 sq. ft. And outdoor cafe area on king and main street.

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 45/50

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

HOURLY STREET PARKING ON KING ST
PARKING RAMP (TENNEY PLAZA RAMP) ON E. MAIN ST.

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

No Yes, license issued to Jack Yip (name of licensee)

15. 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.

16. Name of liquor license agent FRANCESCA HONG

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

18. How long has the agent continuously resided in the State of Wisconsin? 27 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 7/01/16

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

WISCONSIN 06/06/2016

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	SHINJI MURAMOTO	MIDDLETON, WI
Owner/chef	MATTHEW MORRIS	MADISON, WI
owner	FRANCESCA HONG	MADISON, 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.

SERENA POLLACK 7900 N. FAIRCHILD RD.
FOX POINT, WI 53217

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) _____

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 Full service restaurant specializing in traditional Japanese ramen and Japanese/Korean pub foods, Using local and organic produce and meats as much as possible.

4-5 ramens will be offered along with daily specials, rice bowls, steam buns and fried dishes.

28. Hours of operation Monday thru Saturday 11:30am-10:00pm. Closed Sundays

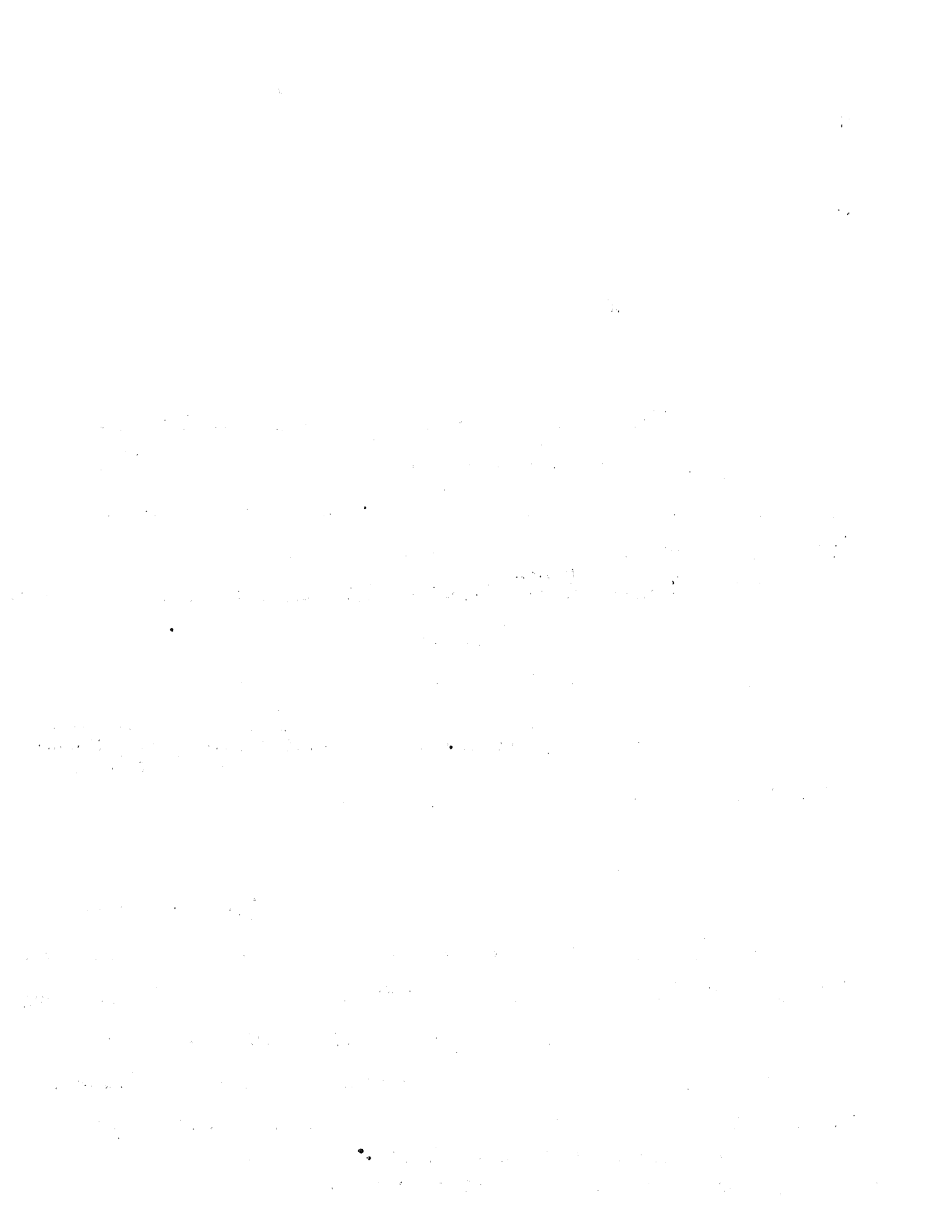
29. Describe your management experience MATTHEW MORRIS HAS 14 years of restaurant kitchen management experience in Madison WI.

Francesca Hong has seven years of both kitchen and wait front of house experience. Restaurants include Harvest, Osteria Papaveri, Muramoto and 43 North.

30. List names of managers below, along with city and state of residence.
MATTHEW MORRIS MADISON, WI
FRANCESCA HONG MADISON, WI

31. Describe staffing levels and staff duties at the proposed establishment Front of house staff will include 5-6 servers, 1-2 hosts and 1-2 bartenders. Kitchen will include 1 sous chef, 3-4 line cooks and 1-2 dishwashers.

32. Describe your employee training All employees must sign employee hand books and code of conduct agreements prior to hiring. Owners will train staff on customer service, pos systems and knowledge of menu items as well as the history and passion of serving ramen.



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

YOUNG PROFESSIONALS

DOWNTOWN RESIDENTS

SERVICE INDUSTRY EMPLOYEES

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

*RAMEN NOODLES

KOREAN FRIED CHICKEN

RICE BOWLS

SATSUMA FRIES

STEAM BUNS

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? 18-65

39. What type of food will you be serving, if any? RAMEN NOODLES
 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? 11:30 am - 10:00 pm

42. What hours, if any, will food service not be available? 2pm - 4:00pm

43. Indicate any other product/service offered. n/a

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? 8-10

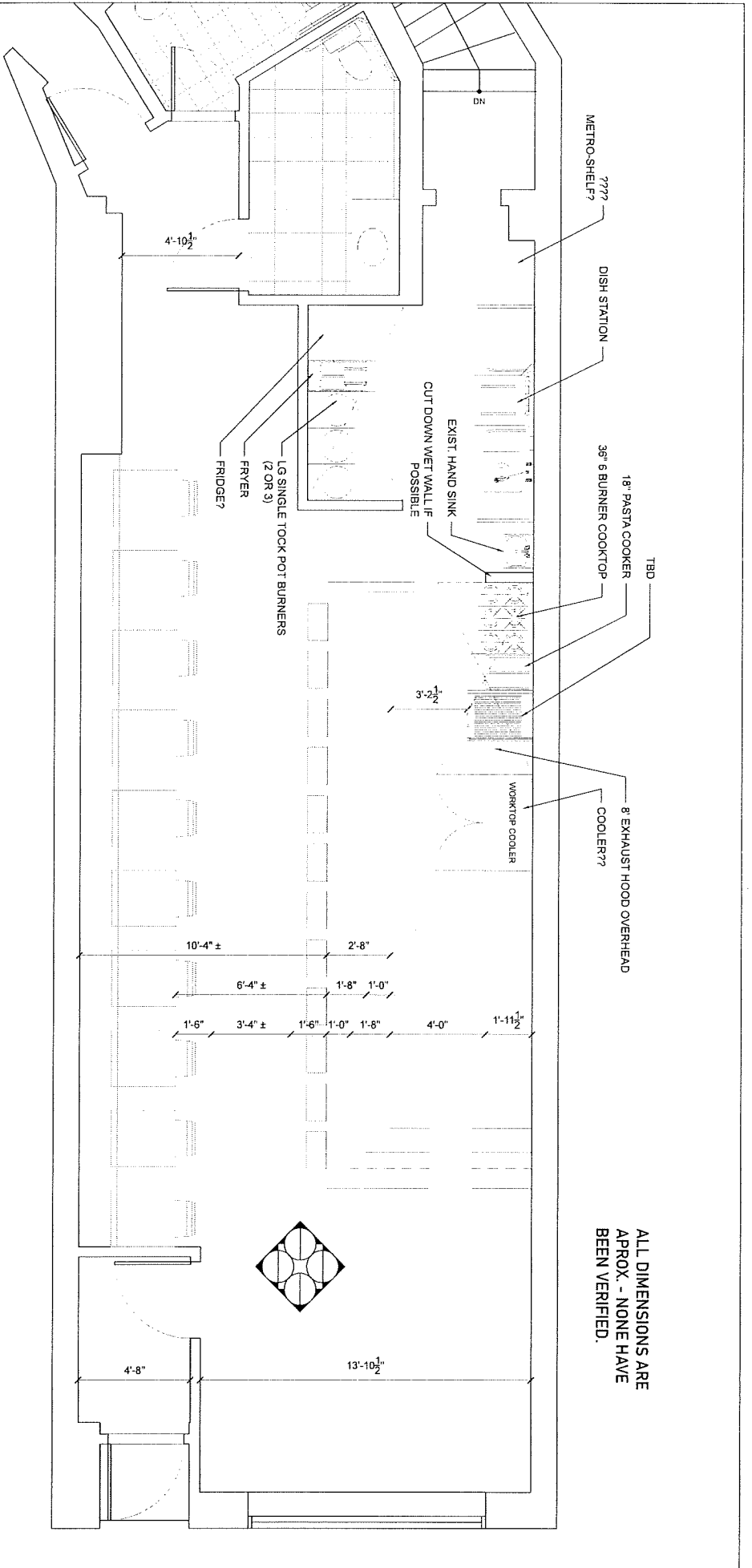
During what hours do you anticipate they will be on duty? 11:30am - 2pm & 4pm - 10pm

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? 16
 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? 7%
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? _____
 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:
25 % Alcohol 75 % Food 0 % 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



ALL DIMENSIONS ARE APPROX. - NONE HAVE BEEN VERIFIED.

1 FLOOR PLAN

1/4"=1'-0"

MORRISON ARCHITECTURE STUDIO

CONTACT:
 JACOB MORRISON, AIA
 1933 KEYES AVE.
 MADISON, WI 53711
 608-320-2258

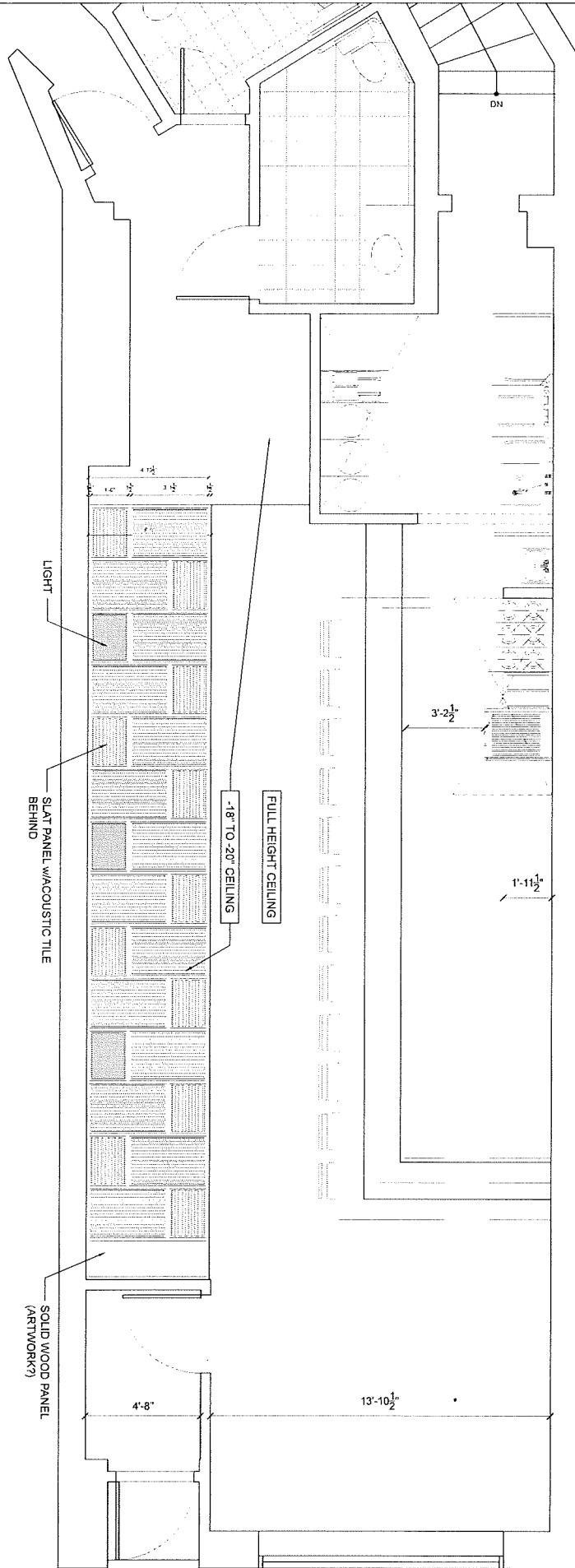
PROJECT: **MORRIS RAMEN**
 106 KING STREET
 MADISON, WI 53703

CLIENT: FRANCESCA HONG AND MATT MORRIS

DATE: 06/21/16
 PROJ#: 1604

TITLE: **FLOOR PLAN**
 DRAWING NO. **A1**

ALL DIMENSIONS ARE APPROX. - NONE HAVE BEEN VERIFIED.



1 FLOOR PLAN

1/4"=1'-0"



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608-320-2258

PROJECT: **MORRIS RAMEN**
106 KING STREET
MADISON, WI 53703
CLIENT: FRANCESCA HONG AND MATT MORRIS

DATE: 06/27/16
PROJ.#: 1604

TITLE: **CLG PLAN**
DRAWING NO. **A2**

**MORRISON
ARCHITECTURE
STUDIO**

CONTACT:
JACOB MORRISON, AIA
1933 KEYES AVE.
MADISON, WI 53711
608-320-2258

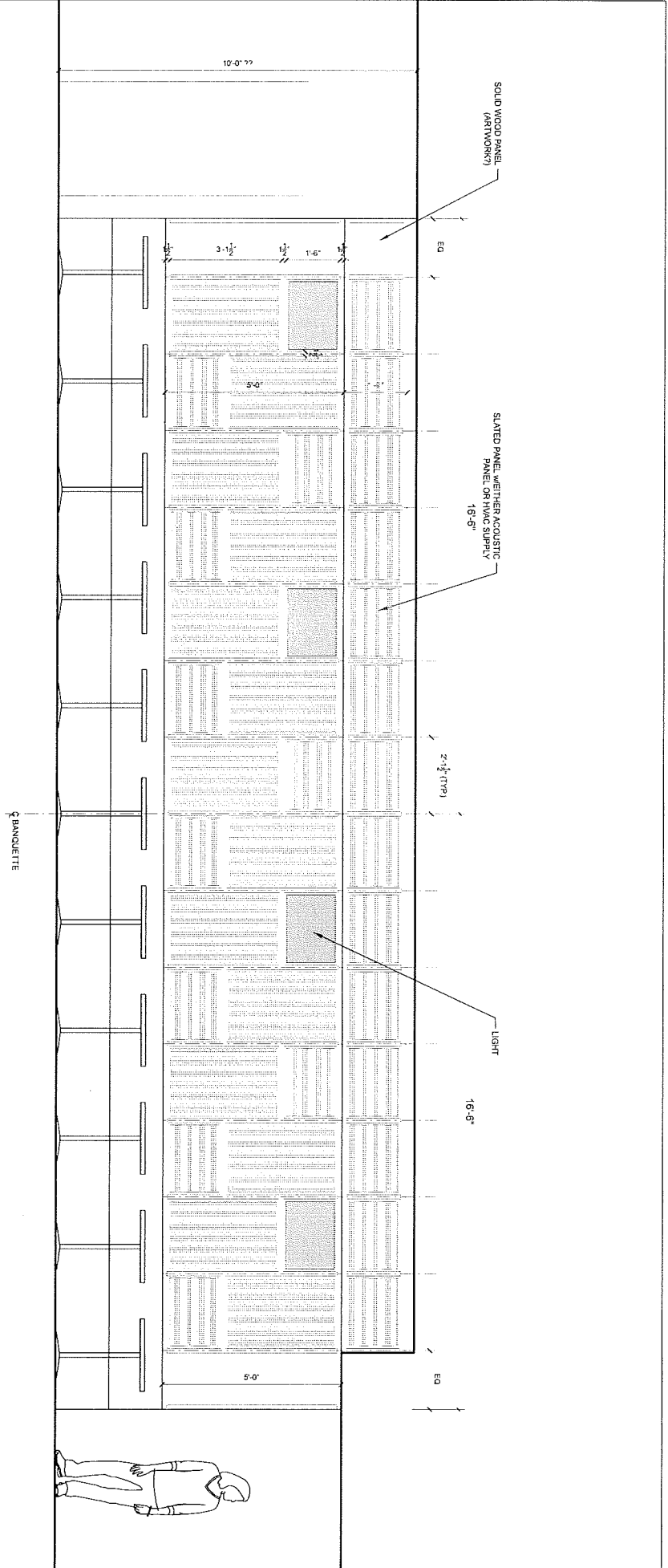
PROJECT: **MORRIS RAMEN**
106 KING STREET
MADISON, WI 53703
CLIENT: FRANCESCA HONG AND MATT MORRIS

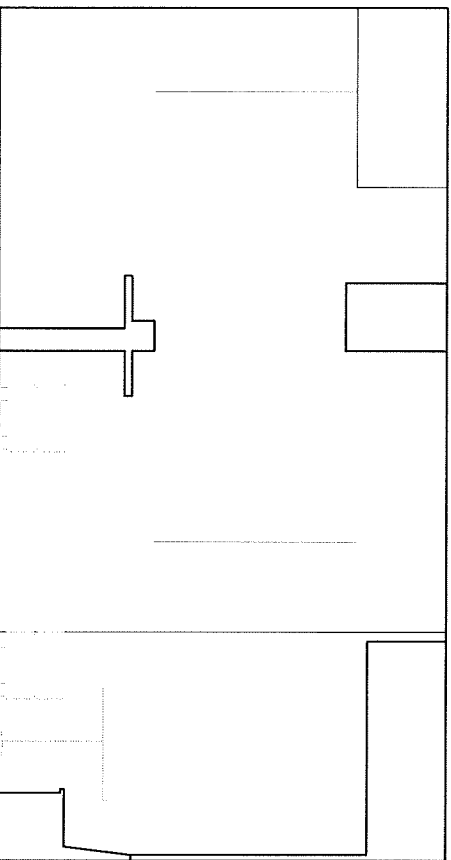
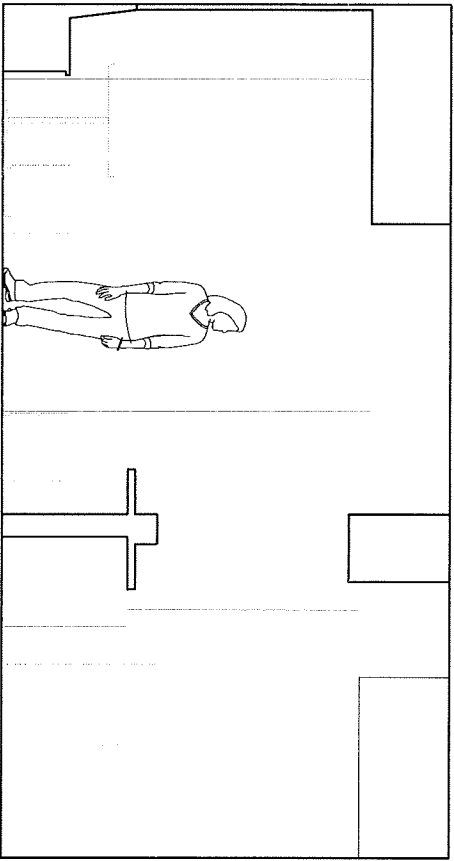
DATE: 06/21/16
PROJ#: 1604

TITLE: **INT. ELEV.**
DRAWING NO. **A3**

1 SEATING ELEVATION

3/8" = 1'-0"





1 CROSS SECTIONS

3/8"=1'-0"



**MORRISON
ARCHITECTURE
STUDIO**

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JACOB MORRISON, AIA
1933 KEYES AVE.
MADISON, WI 53711
608-320-2258

PROJECT: **MORRIS RAMEN**
106 KING STREET
MADISON, WI 53703
CLIENT: FRANCESCA HONG AND MATT MORRIS

DATE: 06/21/16
PROJ#: 1604

TITLE: **INT. ELEV.**
DRAWING NO. **A4**

Morris Ramen Business Plan

Morris Ramen will be the only authentic and creative ramen shop in Madison and the surrounding area. Due to significant increase of demand for ramen noodles in the target area for recent years, Morris Ramen will offer a variety of authentic ramen noodles with a creative twist for American palates by using knowledge and skills that chef owners have learned in Japan.

