

From: [Marcela Brust](#)
To: [Verbick, Jim](#); [Robin Goldberg](#)
Subject: Re: Alcohol License Review Committee Appearance Requested - Dream Lanes LLC
Date: Tuesday, October 15, 2024 3:39:12 PM
Attachments: [image.png](#)

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Hello Jim

Thank you for pointing this out. We are categorizing the sales percentages, answering question 25, within the Food and Beverage (F&B) revenue group. In this group, 99% of the F&B revenue is generated from alcohol sales. Food revenue is minimal, as food is only provided by the on-site franchise.

The alcohol sales account for 37% of the total overall revenue.

I hope this helps. Please let me know if you have any other questions.

Marcela Brust

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. BOWLING, ARCADE, BAR

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:

99 % Alcohol 0 % Food 1 % Other

If applicable, describe "Other": SNACKS FROM VENDING MACHINE

Do you have written records to document the percentages shown? No Yes
You may be required to submit documentation verifying the percentages indicated.

Marcela Brust

On Tue, Oct 15, 2024 at 4:10 PM Verbick, Jim <JVerbick@cityofmadison.com> wrote:

Good afternoon,

Could you clarify the sales percentages on your application?

<https://madison.legistar.com/gateway.aspx?m=1&id=/matter.aspx?key=95219> You wrote 99% alcohol, 0% food, and 1% other. I'm guessing bowling will be more than 1% of your sales. Also, you included a sample food menu, so I would imagine there would also be a greater percentage of food sales.

Sincerely,

Jim Verbick, WCMC

(pronouns: he/him/his)

Deputy Clerk

City of Madison City Clerk's Office

City-County Building-Room 105,
210 Martin Luther King Jr. Blvd. 53703
TEL: (608) 266-4601 | FAX: (608) 266-4666

jverbick@cityofmadison.com | Follow us on Twitter [@MadisonWIClerk](https://twitter.com/MadisonWIClerk)

"We exist to assist"