



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, 20____.
- 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.
Banzo LLC
- Trade Name (doing business as) ~~Banzo LLC~~ Banzo Shik
- Address to be licensed 1511 Williamson St.
- Mailing address same
- Anticipated opening date ASAP (open now for business)
- 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.
Small main dining area is where alcohol will be served (~400 ft²). Large kitchen and storage area in back is where alcohol will be stored.

(seating for ~20 ppl)

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 ~20-30 ppl

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

Only on-site parking is small 2-car driveway and is for employees 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.

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 Netslee Sheikman

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

18. How long has the agent continuously resided in the State of Wisconsin? 4 1/2 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 current operator's license in Madison

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

WI 9/1/2011

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>member</u>	<u>Netslee Sheikman</u>	<u>Madison, WI</u>
<u>member</u>	<u>Aaron Collins</u>	<u>Madison, 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.

Netslee Sheikman

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) B2w2o LLC - 2105 Sherman Ave
Madison, WI 53704

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 Small sandwich shop featuring
Mediterranean menu focusing on local ingredients.
Services include dine-in, take-out, and delivery

28. Hours of operation Mon closed, Tue + Wed 4-10pm, Thur-Fri 4pm-22m,
Sat 12pm-22m, Sun 12-8pm

29. Describe your management experience Since 2011 have managed
the inception and growth of B2w2o food carts
and restaurant - now with over 25 employees.

30. List names of managers below, along with city and state of residence.
Netelée Sherman Aaron Collins
Madison, WI Madison, WI

31. Describe staffing levels and staff duties at the proposed establishment Shifts include
2 cooks, 1 cashier, and 1 delivery driver

32. Describe your employee training Employees are thoroughly trained
by their supervisor until they are proficient in
their job description. Training manuals and checklists
are documented and kept in employee files.

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

Target market includes young professionals and other residents in Willy St. area (men + women 25-60 y.o.)

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

Advertising is focused on social media and community events and donations. Food is always the focus of our advertising

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? _____

38. What age range do you hope to attract to your establishment? 25-60

39. What type of food will you be serving, if any? _____
 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

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

43. Indicate any other product/service offered. _____

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? 1-2/shift
During what hours do you anticipate they will be on duty? All

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? N/A
 How many bartenders do you anticipate having work at one time on a busy night? N/A
49. Will there be a kitchen facility separate from the bar? No Yes
N/A
50. Will there be a separate and specific area for eating only?
 No Yes, capacity of that area 20 ppl.
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? 100%
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? 95%
 What percentage of your advertising budget do you anticipate will be drink related? 5%
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:
5 % Alcohol 95 % Food _____ % 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



- Menu subject to frequent change -

Can be served either in a pita sandwich or over an entree salad.

Pita sandwich in white or whole wheat pita filled with chopped salad, house pickles, and chips.

Salad (add \$1.25) fresh mesclun greens, tomato, cucumber, cabbage, red onion, chickpeas, and kalamata olives.

HERBIVORE

The Banzo - \$7.50

Classic falafel with hummus spread and tahini sauce. Ground fresh daily and fried to order.

The Batata - \$9.95

Sweet potato falafel with labneh** spread and tahini sauce. (** contains dairy)

The Farmhouse - \$8.50

Seasonal grilled veggies with olive tapenade, red curry cream sauce, and local honey.

SNACKS

Hummus - \$3.95

Falafel - \$3.95

Sweet Potato Falafel - \$3.95

Seasonal Salads - \$3.95

Ask about today's selections.

Fresh Cut Potato

Chips - \$2

Hand Cut

Fries - \$3.95

Chopped

Salad - \$3.95

CARNIVORE

Shawarma - \$9.50

All natural chicken thighs slow roasted on a rotisserie. With hummus spread and tahini sauce.

Lamb - \$12.50

Local lamb kebabs - butchered in house. With sweet potato spread and mint sauce.

Beef - \$9.95

All natural char-grilled beef kebabs with sweet potato spread and cilantro sauce.

Seafood - \$11.50

Call or visit online for details on today's selection of sustainably caught seafood.

SOUP

Soup of the day - Cup \$2.95

Served w/ pita chips. Bowl \$4.95

DRINKS

Soda or Bottled water - \$1.75

Izze sparkling fruit juices - \$2

Nantucket Nectars - \$2.25

(Apple or Lemonade)

Reed's Ginger Ale - \$2

Turkish Coffee - \$2

DESSERTS

Dessert Pita - \$4.95

Nutella & poached apples.

Homemade Baklava - \$3.95

Ask about our home-made dessert specials!

Restaurant Hours

Tu-Wed 4p-10p

Th-Fri 4p-2a

Sat 12p-2a

Sun 12p-8p

We Deliver the goods.

Catering and party platters available.

\$10 minimum food order.

Delivery charge may apply.

Food-Carts:

M-F 11am-2:30pm

Campus (State & Lake St.)

Capital Square (E Wash & Pinckney)

For catering, food or event promotion, contact us at info@reedspizzeria.com or call us at 410-426-4444.

BEER \$3.75

• CAPITAL Amber

• ALE ASYLUM Hopalicious

• GREAT LAKES Edmund Fitzgerald

• BELL's Two Hearted

• Ask about our seasonal selections

• CIDER* : CIDERBOYS First Press

*Gluten Free

WINE \$6.25/glass | \$24/btl.

(TRINITY OAKS - California)

WHITE: Pinot Grigio

Chardonnay

RED: Pinot Noir

Cabernet Sauvignon