



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)

(Legistar file number)

LLCLR-2019-00466
(License number)

6
(Alder District #)

603
(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.
Looking For Group Brewing Madison LLC
- Trade Name (doing business as) Union Corners Brewery
- Address to be licensed 2438 Winnebago Street, Madison WI 53704
- Mailing address 309 West Washington Avenue #102, Madison WI 53703
- Anticipated opening date 5/31/2019
- 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 records. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.
Our leased space includes 5,000 sq ft on the east end of the first floor of the 2418 Winnebago St building and 1,000 sq ft of outdoor patio seating adjacent to the building. Inside, there is 2,000 sq ft for the bar and dining area. Roughly 2,500 sq ft is used for our main production system and walkin cooler for on site storage. Record keeping is handled with Intuit Quickbooks and an accounting firm.

9. Applicants for on-premises consumption only. Estimated capacity (patrons and employees):
Indoor: ~~150~~ 100 Outdoor: 40 (SEPARATE OCCUP. APPLICATION)

10. Describe existing parking and how parking lot is to be monitored.
Winnebago street side parking in front of our building is monitored by security cameras operated by the landlord.

11. Was this premises licensed for the sale of liquor or beer during the past license year?
 No Yes, license issued to Looking For Group Brewing Madison LLC (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 Eric Peterson

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

14. How long has the agent continuously resided in the State of Wisconsin? 7 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 6/1/17
(getting renewed 5/21/19)

16. State and date of registration of corporation, nonprofit organization, or LLC.
WI 3/8/18

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	Eric Peterson	Madison, WI
Member	Daniel Peterson	Janesville, WI

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.
Eric Peterson

19. Is applicant a subsidiary of any other corporation or LLC?
 No Yes (explain) Looking For Group Brewing LLC (Eric Peterson sole owner)

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) License for same LLC at same address, expiring 6/30/2019

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 Brewpub
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 N/A
23. Hours of operation: please enter opening and closing times in the table below.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
8:00am - 11:59pm	8:00am - 11:59pm	8:00am - 11:59pm	8:00am - 11:59pm	8:00am - 11:59pm	8:00am - 11:59pm	8:00am - 11:59pm
<i>(Class B only) Enter below any hours when food service will not be available, if applicable</i>						
-	-	-	-	-	-	-
Not applicable: kitchen will always be available during operating hours.						

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. Full kitchen: Food
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:
~~50~~ 50 % Alcohol 35 % Food 15 % Other
- If applicable, describe "Other": merchandise for the brewpub: clothing, glassware, etc
- 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? Televisions and small sound system for playing music.

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 2 9 5 9 9 5 8 6 - 0 2
39. Federal Employer Identification Number 82-4707604
40. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?

Contact person Eric Peterson

Business phone 608 807-7256 Business e-mail address eric@unioncornersbrewery.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 Clarke Sugar

Phone 608 260-2481 E-mail csugar@axley.com

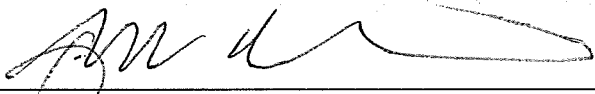
NOTICE: Completed application are due by noon of the third Monday (fourth, if the Clerk's office is closed on the third Monday) to get on the agenda for the proceeding months Alcohol License Review Committee. A completed application **must** be accompanied by the following items:

- 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)

5/24/19

 (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 checked="" 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 _____