HARLEY'S LIQUOR & BAIT
BUSINESS PLAN

Submitted to:
City of Madison Alcohol License Review Committee

Business Address:
3838 Atwood Avenue
Madison, WI 53714

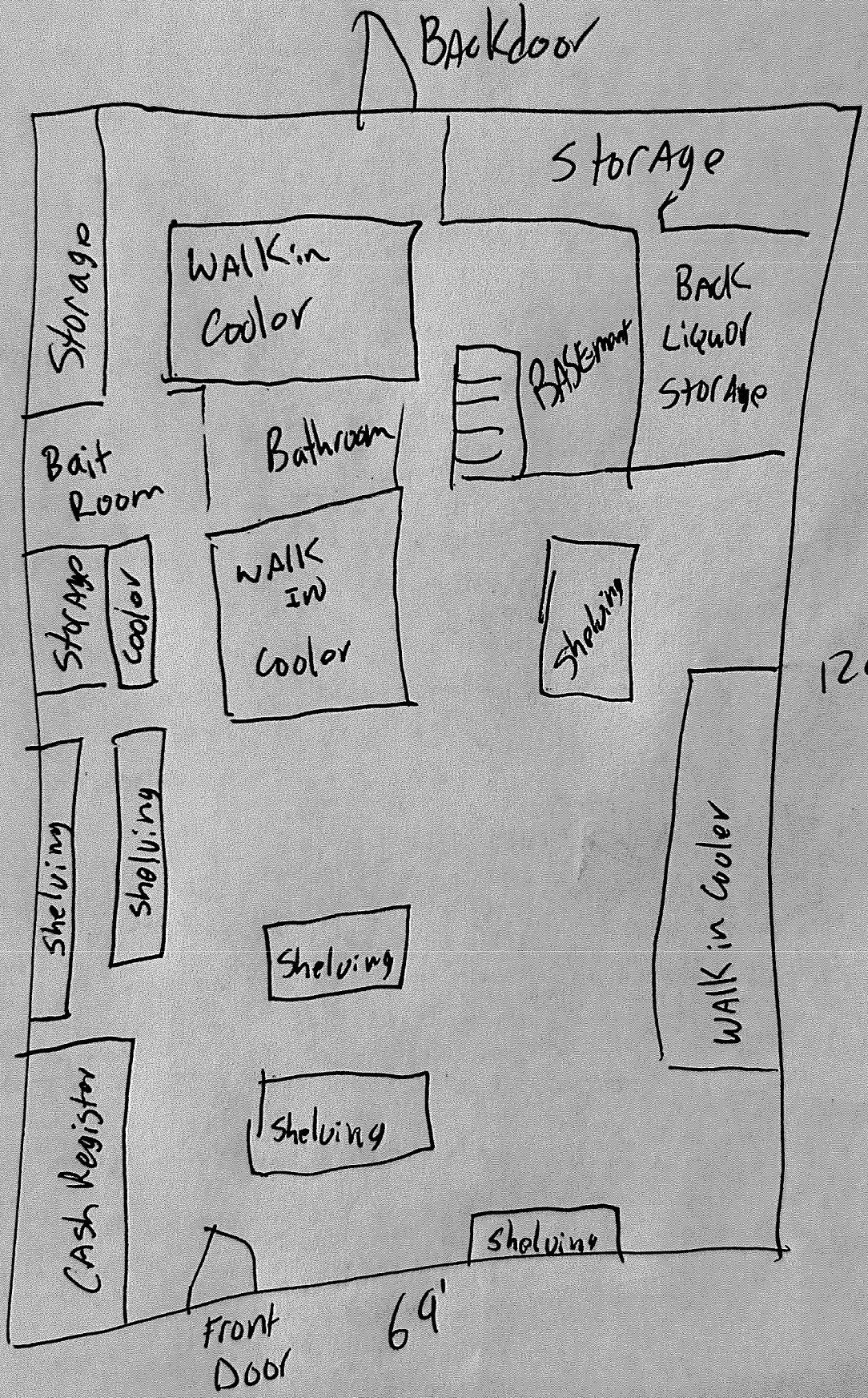
Owners:
Hiren Patel
Soham Patel
Hardik Patel
Bhavesh Patel

BUSINESS OVERVIEW

The ownership group is purchasing both the business and property located at 3838 Atwood Avenue, Madison, Wisconsin, and will continue operating under the established Harley's Liquor & Bait name. The owners currently operate EZ Liquor & Tobacco in Sun Prairie, Wisconsin, which has successfully operated for the past two years, and Sauk Prairie Liquor in Sauk City, Wisconsin, which was acquired in February 2026. Both businesses operate in accordance with all federal, state, and local laws and regulations governing the sale of alcohol and tobacco products. Through this experience, the ownership group has developed strong knowledge of retail operations, inventory management, employee training, customer service, vendor relations, and regulatory compliance. Hiren Patel and Soham Patel will serve as the primary operators of Harley's Liquor & Bait and oversee the day-to-day operations of the business. Harley's Liquor & Bait will continue to offer beer, wine, spirits, tobacco products, convenience items, fishing bait, and seasonal merchandise while maintaining a clean, safe, and welcoming environment for customers. The ownership group is committed to responsible alcohol sales, strict age-verification procedures, employee training, and full compliance with all City of Madison, State of Wisconsin, and federal regulations. We are grateful for the opportunity to serve the Atwood community and look forward to building positive relationships with customers, neighbors, local organizations, and city officials while continuing the long-standing success of Harley's Liquor & Bait.

Respectfully Submitted,

Hiren Patel
Soham Patel
Hardik Patel
Bhavesh Patel


Backdoor
Storage
Storage
WALK in Cooler
Back Liquor Storage
Basement
Bait Room
Bathroom
Storage
Cooler
WALK IN Cooler
Shelving
120'
Shelving
Shelving
Shelving
WALK in Cooler
Shelving
Cash Register
Shelving
Front Door
69'