

ORIGINAL ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk.

For the license period beginning _____ 20____; ending _____ 20____

TO THE GOVERNING BODY of the: Town of Village of City of Madison

County of Dane Aldermanic Dist. No. _____ (if required by ordinance)

1. The named INDIVIDUAL PARTNERSHIP LIMITED LIABILITY COMPANY CORPORATION/NONPROFIT ORGANIZATION

hereby makes application for the alcohol beverage license(s) checked above

- 2 Name (individual/partners give last name, first, middle; corporations/limited liability companies give registered name): Sendero, Inc.

Applicant's Wisconsin Seller's Permit Number: <u>004-0003248601-01</u>	
Federal Employer Identification Number (FEIN): <u>38-3256772</u>	
LICENSE REQUESTED	
TYPE	FEE
<input type="checkbox"/> Class A beer	\$
<input checked="" type="checkbox"/> Class B beer	\$
<input type="checkbox"/> Wholesale beer	\$
<input checked="" type="checkbox"/> Class C wine	\$
<input type="checkbox"/> Class A liquor	\$
<input type="checkbox"/> Class B liquor	\$
<input type="checkbox"/> Reserve Class B liquor	\$
Publication fee	\$
TOTAL FEE	\$

An "Auxiliary Questionnaire," Form AT-103, must be completed and attached to this application by each individual applicant, by each member of a partnership, and by each officer, director and agent of a corporation or nonprofit organization, and by each member/manager and agent of a limited liability company. List the name, title, and place of residence of each person

Title	Name	Home Address	Post Office & Zip Code
President/Member			
Vice President/Member			
Secretary/Member	<u>Derek V. Lee</u>	<u>2239 W. Lawn Ave. Madison, WI</u>	<u>53711</u>
Treasurer/Member			
Agent	<u>Derek V. Lee</u>		
Directors/Managers			

- 3 Trade Name Pizza Brutta Business Phone Number 608-257-2120
 4 Address of Premises 1805 Monroe St. Madison WI Post Office & Zip Code 53711

- 5 Is individual, partners or agent of corporation/limited liability company subject to completion of the responsible beverage server training course for this license period? Yes No
 6 Is the applicant an employe or agent of, or acting on behalf of anyone except the named applicant? Yes No
 7 Does any other alcohol beverage retail licensee or wholesale permittee have any interest in or control of this business? Yes No
 8 (a) Corporate/limited liability company applicants only: Insert state WI and date 1/31/09 of registration
 (b) Is applicant corporation/limited liability company a subsidiary of any other corporation or limited liability company? Yes No
 (c) Does the corporation, or any officer, director, stockholder or agent or limited liability company, or any member/manager or agent hold any interest in any other alcohol beverage license or permit in Wisconsin? Yes No

(NOTE: All applicants explain fully on reverse side of this form every YES answer in sections 5, 6, 7 and 8 above.)

- 9 Premises description: Describe building or buildings where alcohol beverages are to be sold and stored. The applicant must include all rooms including living quarters, if used, for the sales, service, and/or storage of alcohol beverages and records (Alcohol beverages may be sold and stored only on the premises described) 1400sf, one story, one room, stored in walk-in cooler #behind counter.
 10 Legal description (omit if street address is given above):
 11 (a) Was this premises licensed for the sale of liquor or beer during the past license year? Yes No
 (b) If yes, under what name was license issued? Sendero, LLC. DBA Pizza Brutta
 12 Does the applicant understand they must file a Special Occupational Tax return (TTB form 5630 5) before beginning business? [phone 1-800-937-8864]. Yes No
 13 Does the applicant understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in Section 2, above? [phone (608) 266-2776]. Yes No
 14 Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor? Yes No

READ CAREFULLY BEFORE SIGNING: Under penalty provided by law, the applicant states that each of the above questions has been truthfully answered to the best of the knowledge of the signers. Signers agree to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. (Individual applicants and each member of a partnership applicant must sign; corporate officer(s), members/managers of Limited Liability Companies must sign) Any lack of access to any portion of a licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

SUBSCRIBED AND SWORN TO BEFORE ME

this 15th day of April 2009
Kara Klinger (Clerk/Notary Public)
 My commission expires 01/31/2012
Derek V. Lee (Officer of Corporation/Member/Manager of Limited Liability Company /Partner/Individual)
Kara Klinger (Officer of Corporation/Member/Manager of Limited Liability Company /Partner)
 Additional Partner(s)/Member/Manager of Limited Liability Company if Any

TO BE COMPLETED BY CLERK

Date received and filed with municipal clerk <u>4-15-09</u>	Date reported to council/board	Date original license issued	Signature of Clerk / Deputy Clerk
Date license granted	Date license issued	License number issued	

City of Madison Supplemental Class B License Application

- Seller's Permit Number
- Federal Employer Identification Number
- Notarized Original Application Form
- Notarized Supplemental Form

- Description of Licensed Premise
- *Notarized Appointment of Agent
- Background Investigation Form(s)
- Notarized Transfer of Ownership
- *Articles of Incorporation

- Floor Plans
- Lease
- Sample Menu
- Business Plan
- * Corporation/LLC only

1. Name of Applicant/Partner/Corporation/LLC Sendero, Inc. DBA Pizza Brutta
 2. Address of Licensed Premise 1805 Monroe St. Madison, WI 53711
 3. Telephone Number: 257-2120 4. Anticipated opening date: open
 5. Mailing address if not opening immediately _____

6. Have you contacted the Alderperson, Police Department District Captain, Alcohol Policy Coordinator, and the neighborhood association representative for the area in which you intend to locate? Yes No

7. Are there any special conditions desired by the neighborhood? Yes No
 Explain. _____

8. Business Description, including hours of operation: wood-fired pizzeria, family friendly, fast-casual. Mondays closed, Tues.-~~Wed~~ Thurs. 11-9pm, Fri-Sat 11-10pm, Sat. 11-9pm.

9. Do you plan to have live entertainment? No Yes—What kind? _____

10. Detailed written description of building, including overall dimensions, seating arrangements, capacity, bar size and all areas where alcohol beverages are to be sold and stored **The licensed premise described below shall not be expanded or changed without the approval of the Common Council.**

1400sf. Capacity is 60. There is no bar. All beer & wine is stored behind customer counter & walk-in cooler.

11. Are any living quarters directly or indirectly accessible and under control of the applicant? Yes No
 Please note that alcohol may be sold and stored only on the licensed premise, not in living quarters.

12. Describe existing parking and how parking lot is to be monitored. Parking lot is handicap accessible. 2 parking spaces. Back door entrance.

13. Describe your management experience, staffing levels, duties and employee training.

Managed Pizza Brutta for 1 1/2 yrs. Duties include all aspects of running the pizzeria - train employees, cashier, cook, clean, inventory, customer service, office work.

14. Identify the registered agent for your Corporation or LLC. This is your corporation's agent for service of process, notice or demand required or permitted by law to be served on the corporation.

Derek V. Lee 2239 W. Lawn Ave. Madison, WI 53711
 Name Address

15. Utilizing your market research, who would you project your target market to be?

Families

16. What age range would you hope to attract to your establishment? young children ~~to~~ 30-55

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

Advantage couponbook, contribution/donation recognition, neighborhood newsletters

18. Are you operating under a lease or franchise agreement? Yes (attach a copy) No

19. Owner of building where establishment is located: Candinas Properties, LLC.

Address of Owner: 1818 W. Lawn Ave. Madison, WI Phone Number _____

20. 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? Yes No

21. List the Directors of your Corporation/LLC

Derek V. Lee 2239 W. Lawn Ave. Madison, WI 53711
Name Address

Name Address

Name Address

22. List the Stockholders of your Corporation/LLC

Derek V. Lee 2239 W. Lawn Ave. Madison, WI 53711 100%
Name Address % of Ownership

Name Address % of Ownership

Name Address % of Ownership

23. What type of establishment are you? (Check all that apply) Tavern Nightclub Restaurant

Other Please Explain. _____

24. What type of food will you be serving, if any? pizza & salads & sandwiches

Breakfast Lunch Dinner

25. Please submit a sample menu with your application, if possible. What might eventually be included on your operational menu when you open? Appetizers Salads Soups Sandwiches Entrees

Desserts Pizza Full Dinners

26. During what hours of your operation do you plan to serve food? 11-9pm Tues-Thurs & Sun
11-10pm Fri-Sat.

27. What hours, if any, will food service not be available? _____
28. Indicate any other product/service offered _____
29. Will your establishment have a kitchen manager? Yes No
30. Will you have a kitchen support staff? Yes No
31. How many wait staff do you anticipate will be employed at your establishment? 0
During what hours do you anticipate they will be on duty? _____
32. Do you plan to have hosts or hostesses seating customers? Yes No
33. Do your plans call for a full-service bar? Yes No
If yes, how many bar stools do you anticipate having at your bar? _____
How many bartenders do you anticipate you would have working at one time on a busy night? _____
34. Will there be a kitchen facility separate from the bar? Yes No
35. Will there be a separate and specific area for eating only? Yes No
If yes, what will be the seating capacity for that area? _____
36. What type of cooking equipment will you have? ~~Stove~~ ~~Oven~~ ~~Fryers~~ ~~Grill~~ ~~Microwave~~
Wood-fired oven
37. Will you have a walk-in cooler and/or freezer dedicated solely to the storage of food products? Yes No
38. What percentage of your overall payroll do you anticipate will be devoted to food operation salaries?
85%
39. If your business plan includes an advertising budget, what percentage of your advertising budget do you anticipate will be related to food? 99%
What percentage of your advertising budget do you anticipate will be drink related? 1%
40. Are you currently, or do you plan to become, a member of the Madison—Dane County Tavern League or the Tavern League of Wisconsin? Yes No
41. Are you currently, or do you plan to become, a member of the Wisconsin Restaurant Association or the National Restaurant Association? Yes No

42. What is your estimated capacity? 60

43. Pursuant to Chapter 23 of the Madison General Ordinances, all restaurants and taverns serving alcohol beverages shall substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. For new establishments, the percentage will be an estimate.

Gross Receipts from Alcoholic Beverages	11 %
Gross Receipts from Food and Non-Alcoholic Beverages	89 %
Gross Receipts from Other	— %
Total Gross Receipts	100%

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

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 this business according to law and that the rights and responsibilities conferred by the license(s), if granted will not be assigned to another. Any lack of access to any portion of a licensed premise during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

Subscribed and Sworn to before me:

this 15th day of April, 2012,
Kara Klinger
(Clerk/Notary Public)
My commission expires 9/23/2017

[Signature]

Officer of Corporation/Member of LLC/Partner/Individual

