

# ORIGINAL ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk.

For the license period beginning August 20 09 ;  
ending August June 30 20 10

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

County of Dane Aldermanic Dist. No 19 (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): The Pizza Oven West LLC

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	<u>Member</u>	<u>Gregory J Ewelt</u>	<u>3188 Vilas Road, Cottage Grove WI 53527</u>
Vice President/Member			
Secretary/Member			
Treasurer/Member			
Agent	<u>Member/Agent</u>	<u>Tyler M Dahmen</u>	<u>5 N. Woodmont Circle, Madison WI 53717</u>
Directors/Managers			

3. Trade Name The Pizza Oven West Business Phone Number \_\_\_\_\_  
4. Address of Premises 6654 Mineral Point Road Post Office & Zip Code Madison 53705

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 Wisconsin and date 7/27/09 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.) Bar, Dining Rm, Banquet Rm, kitchen, beer cooler, coolers

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? Hooters
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 28th day of July, 20 09  
Janice L. Lee  
(Clerk/Notary Public)  
My commission expires July 14, 2013

[Signature]  
(Officer of Corporation/Member/Manager of Limited Liability Company/Partner/Individual)  
\_\_\_\_\_  
(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	Date reported to council/board	Date provisional license issued	Signature of Clerk / Deputy Clerk
Date license granted	Date license issued	License number issued <u>87197/87198</u>	

Applicant's Wisconsin Seller's Permit Number: <u>456-1026948790-02</u>	
Federal Employer Identification Number (FEIN): <u>27 0381531</u>	
<b>LICENSE REQUESTED</b>	
<b>TYPE</b>	<b>FEE</b>
<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	\$
<b>TOTAL FEE</b>	<b>\$</b>

## City of Madison Supplemental Class B License Application

<input checked="" type="checkbox"/> Seller's Permit Number <input checked="" type="checkbox"/> Federal Employer Identification # <input checked="" type="checkbox"/> Notarized Original Application Form <input checked="" type="checkbox"/> Notarized Supplemental Form <input type="checkbox"/> Orange Sign (Clerk's Office provides at time of application)	<input checked="" type="checkbox"/> Written Description of Premise <input checked="" type="checkbox"/> Background Investigation Form(s) <input checked="" type="checkbox"/> Notarized Transfer of Ownership <input checked="" type="checkbox"/> *Articles of Incorporation <input checked="" type="checkbox"/> *Notarized Appointment of Agent * Corporation/LLC only	<input checked="" type="checkbox"/> Floor Plans <input checked="" type="checkbox"/> Lease <input checked="" type="checkbox"/> Sample Menu <input type="checkbox"/> Business Plan
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1. Name of Applicant/Partner/Corporation/LLC THE PIZZA OVEN WEST LLC
2. Address of Licensed Premise 6654 MINERAL POINT RD MADISON WI
3. Telephone Number: 608-829-3005 4. Anticipated opening date: 8/17/09
5. Mailing address if not opening immediately 5 N WOODMONT CIR MADISON
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: FAMILY PIZZA RESTAURANT  
SUN - THUR 11AM - 10 PM / FRI - SAT 11AM - 12 MIDNIGHT

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.**

NORTHWEST CORNER OF CLOCK TOWER COURT - UNIT 6654. SQ FT OF  
6538. CAPACITY - 300. BEER + WINE WILL BE SERVED  
AT BAR ONLY + STORED IN BACK BEER COOLER (BARRECS)  
BOTTLED BEER ALSO SOLD AT BAR. BAR AREA WILL HAVE 15 SEAT

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 LOTS  
ADJACENT TO ENTIRE BUILDING. LANDLORD - APEX - CLOCK TOWER  
COURT, LLC

13. Describe your management experience, staffing levels, duties and employee training.  
CURRENT PIZZA OVEN ON MONONA DR - PURCHASED  
FIVE YEARS AGO.

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.

GREGORY JEWETT 3188 VILAS RD COTTAGE GROVE WI 53527  
 Name Address

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

FAMILY - LUNCH BUSINESS & STUDENTS

16. What age range would you hope to attract to your establishment? ALL AGES

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

RADIO / NEWSPAPERS PIZZA

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

19. Owner of building where establishment is located: BRUCE BOSBEN

Address of Owner: 1741 COMMERCIAL AVE, 53703 Phone Number \_\_\_\_\_

N/A 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

GREGORY J EWELT 3188 VILAS RD COTTAGE GROVE 53527  
Name Address

TYLER M DAHMEN 5 N WOODMONT CIR MADISON 53717  
Name Address

\_\_\_\_\_  
Name Address

22. List the Stockholders of your Corporation/LLC

\_\_\_\_\_  
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, SALAD, BURGERS, CHICKEN WINGS

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? ALL

27. What hours, if any, will food service not be available? NONE
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? 10-15  
During what hours do you anticipate they will be on duty? 11 AM - 10 PM / 12
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
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?  
28-30%
39. If your business plan includes an advertising budget, what percentage of your advertising budget do you anticipate will be related to food? 3-7%  
What percentage of your advertising budget do you anticipate will be drink related? 0
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? 300

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

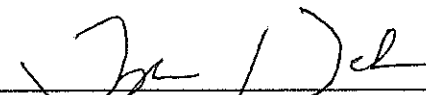
Gross Receipts from Alcoholic Beverages	8 %
Gross Receipts from Food and Non-Alcoholic Beverages	91 %
Gross Receipts from Other	1 %
<b>Total Gross Receipts</b>	<b>100%</b>

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 28th day of July, 2009

  
(Officer of Corporation/Member of LLC/Partner/Individual)

Nancee L. Lee  
(Clerk/Notary Public)

My commission expires July 14, 2013

# Appointment of New Liquor/Beer Agent

## To be completed by Corporate Officer or Member of LLC

I, GREGORY J EWERT, officer/member for THE PIZZA OVEN WEST LLC  
(Corporation/LLC), doing business as PIZZA RESTAURANT, authorize and appoint  
TYLER DAMEN (Name) as the liquor/beer agent for the premise  
located at 5545 MINERAL POINT DR

Subscribed and sworn to before me this

28<sup>th</sup> Day of July, 2009

Janice L. Lee  
Notary Public, Dane County, Wisconsin

My Commission Expires July 14, 2013

  
Signature of Officer/Member

## To be completed by appointed Liquor/Beer Agent

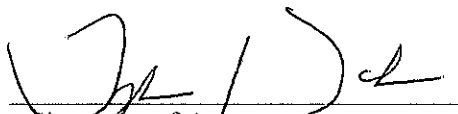
I, TYLER M DAMEN, appointed liquor/beer agent for  
THE PIZZA OVEN WEST LLC (name of Corporation or LLC), being first duly sworn  
say I have vested in me, by properly authorized and executed written delegation, full authority  
and control of the premise described in the license of such corporation or limited liability  
company, and I am involved in the actual conduct of the business as an employee, or have a  
direct financial interest in the business of the licensee, therein relating to the intoxicating  
liquor/fermented malt beverage. The interest I have in the business is 10 %

Subscribed and sworn to before me this

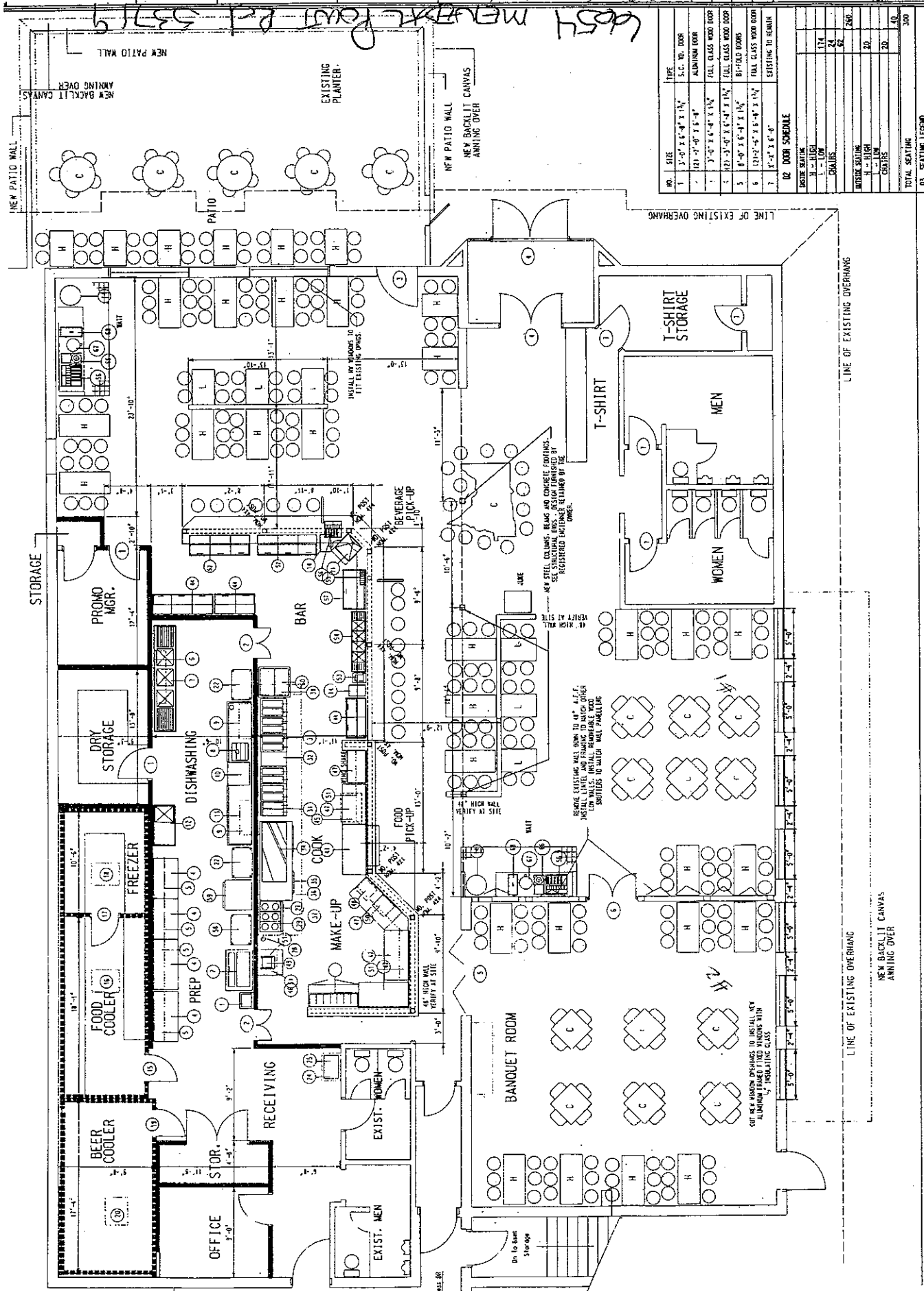
28<sup>th</sup> Day of July, 2009

Janice L. Lee  
Notary Public, Dane County, Wisconsin

My Commission Expires July 14, 2013

  
Signature of Agent

The appointed Liquor/Beer Agent must complete the other side of this form.



**DOOR SCHEDULE**

NO.	SIZE	TYPE	FINISH
1	3'-0" x 8'-0"	S.C. DOOR	ALUMINUM DOOR
2	3'-0" x 8'-0"	GLASS DOOR	ALUMINUM DOOR
3	3'-0" x 8'-0"	GLASS DOOR	ALUMINUM DOOR
4	3'-0" x 8'-0"	GLASS DOOR	ALUMINUM DOOR
5	8'-0" x 6'-0"	GLASS DOOR	ALUMINUM DOOR
6	8'-0" x 6'-0"	GLASS DOOR	ALUMINUM DOOR
7	7'-0" x 6'-0"	GLASS DOOR	ALUMINUM DOOR

DOOR SCHEDULE	
EXISTING SEATING	120
NEW SEATING	180
<b>TOTAL SEATING</b>	<b>300</b>

**01 FLOOR PLAN**  
 1/2" = 1'-0"

## Pizza Oven West Business Plan

The Pizza Oven West will be based off of the same principles that have been established at the Pizza Oven Monona. The Pizza Oven Monona has been successful for 50 years, with successful new ownership in the past 5 years that has helped to grow the business and expand the menu. The Pizza Oven West will continue the tradition of the Pizza Oven by offering a very similar menu of pizza, appetizers, and fried food, along with the incorporation of burgers. The Pizza Oven West will offer the same family oriented atmosphere, allowing adults to enjoy a beer or glass of wine, while relaxing and watching their favorite team.



# THE PIZZA OVEN

5417 MONONA DRIVE

Since 1961 - Over 40 Years!



ALL ITEMS  
AVAILABLE FOR  
DELIVERY  
OR  
DINE-IN



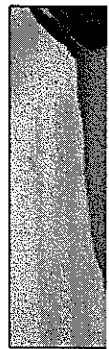
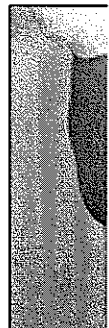
VOTED MADISON'S  
*Favorite Pizza*

Lunch Buffet • Monday thru Friday • 11:00-1:30

 **222-8722** or **222-5700**

Menu Designed by LaFollette High School Computer Literacy Class

**#2  
Sexy**



How I  
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# Pizza

Size	Cheese	X-tra Topping	Additional Toppings	
10"	\$6.15	+ 50¢	Sausage	Green Peppers
12"	\$8.50	+ 75¢	Pepperoni	Green Olives
14"	\$9.75	+ 95¢	Beef	Black Olives
16"	\$11.40	+ \$1.25	Ham	Fresh Mushrooms
18"	\$13.75	+ \$1.65	Real Bacon	Onions
★20"	\$15.95	+ \$2.00	Chicken	Tomato Slices
			BBQ Chicken	Pineapple
			Shrimp	Jalapeno Peppers
			Anchovies	Mild Banana Peppers

Hand-Tossed or Thin Crust  
(Hand Tossed counts as one topping)

## Try Our Specialty Pizzas!

■ BBQ CHICKEN ■

■ HAWAIIAN (Ham, Pineapple, Sliced Tomato) ■

■ PYRAMID (Sausage, Pepperoni, Mushroom, Green Pepper, Onion) ■

■ MEAT PYRAMID (Sausage, Pepperoni, Bacon, Canadian Bacon, Beef) ■

■ VEGI PYRAMID (Mushroom, Green Pepper, Onion, Sliced Tomato) ■

# Dinners

**Chicken** Includes fries, slaw, and roll.

4 piece - \$6.95; 8 - \$10.90; 12 - \$14.95; 16 - \$18.95; 20 - \$22.95

**Chicken Strips** Includes fries, slaw, roll, and sauce

4 piece - \$6.95; 8 - \$10.60; 12 - \$14.95

**Beer-Battered Cod** Includes fries, slaw, rolls, and tartar sauce.

3 piece - \$7.95; 6 - \$13.50; 12 - \$21.80

**Lake Perch** Includes fries, slaw, and roll.

3 piece - \$7.25; 6 - \$12.75; 12 - \$21.80

**Shrimp** Includes fries.

18 piece - \$7.25; 35-40 - \$13.10; 55-60 - \$17.70

**Jumbo Shrimp** Includes fries, slaw, roll, and sauce.

6 piece - \$8.90

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## Side Orders

**Delivered only with dinners, buckets,  
& pizza—NOT individually**

- |                         |                    |
|-------------------------|--------------------|
| Breaded Fried Mushrooms | Mozzarella Sticks  |
| Breaded Cheese Nuggets  | Onion Rings        |
| Fried Clams             | Fries (½ or 1 lb)  |
| Breadsticks & Sauce     | Cole Slaw Pints    |
| Cheese Sticks           | Spicy Cheese Bread |
| Wings (6, 12, or 24 pc) | Cheese Bread       |

## Lunch Buffet

**Lunch Buffet** includes pizza and salad bar - \$6.99

**One Trip Salad Bar** - \$3.99

\* Drink not included.

## Beverages

**Soda** - \$1.50 (FREE refills);

Pepsi Products 

**Milk Chugs** - \$1.25

**20-oz Bottles** - \$1.50

Pepsi, Diet Pepsi, Mountain Dew, Water, Klarbrunn

**2-liter** - \$2.00

Pepsi, Diet Pepsi, Mountain Dew, Mug Root Beer

**Tap Beer** - \$2.25

Miller Lite, Bud Lite, Leines, Spotted Cow

**Bottled Beer** - \$2.50 (Domestic); \$3.00 (Imports)

**Wine** - \$3.50 (House); \$4.50 (Specialty)

Red, Chardonnay, Zinfandel

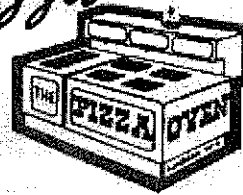
**Other (Ice Cream Bar)** - \$1.00 (Blue Bunny)

# THE PIZZA OVEN



*Come Back Soon*

**VOTED MICHIGAN'S**  
*Favorite Pizza*



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We are not responsible for changes in menu items, prices, phone numbers, addresses or any other information in regards to restaurant data. All info change This content on this web site is for informational purposes only and is provided to you "AS IS" MenuPix.com is not liable to you for any form c of use of the site Consuming raw or undercooked meat poultry seafood shellfish or eggs may increase your risk of food bourne illr