	RIGINAL ALCOHOL BEVERAGE LICEN	ISE APPLICATION	ON	Applicant's Wisconsin Seller's Permit Number: Appli	ed for	
Suk	mit to municipal clerk			Federal Employer Identification 27	-126384	51
For	the license period beginning July 01,	20 09	;	LICENSE REQUEST		
	ending June 30,	20 10		TYPE		FEE
	☐ Town of			Class A beer	\$	
TO		ladison		✓ Class B beer	\$	
10	City of	radison		Wholesale beer	\$	
				Class C wine	\$	
Cou	nty of Dane Aldermanic Dist N	lo (if required by	y ordinance)	Class A liquor	\$	
				✓ Class B liquor	\$	
1		LIMITED LIABILITY CO	OMPANY	Reserve Class B liquo		
	CORPORATION/NONPROFIT ORGANIZATION			Publication fee TOTAL FEE	\$	——
_	hereby makes application for the alcohol beverage license(s) che				1.0	
2	Name (individual/partners give last name_first_middle; corporation_Francesca's Madison, LLC		•	· · ·		
	An "Auxiliary Questionnaire," Form AT-103, must be comple	eted and attached to this	application by	y each individual applicant, i	by each me	ember of a
	partnership, and by each officer, director and agent of a cor liability company. List the name title and place of residence of	poration or nonprofit org	anization, and	by each member/manager a	ind agent o	of a limited
	Title	Name	Home A	Address Post	Office & Zir	Code
		ott Harris	345 N. L	aSalle #3306, Chica	go, IL 6	0610
		chael Noone		Medill, Chicago, IL		
		ırt Lefler		own Street, Skokie, I		<u> </u>
		ris Elsey	162 Quir	ncy, Elmhurst, IL 60	126	
	Agent Non Trachtenberg					
	Directors/Managers Scott Harris, Michael Noone					
3	Trade Name Francesca's al Lago	DIJ	Business Pho	X # 11		
4	Address of Premises > 111 Martin Luther King Jr		. Post Office &		W1 5.5 /	U3
5	Is individual, partners or agent of corporation/limited liability comp training course for this license period?	pany subject to completion	of the responsil	ble beverage server	Von	៧ No
6	Is the applicant an employe or agent of or acting on behalf of any	vone except the named an	Nanicant?		Yes Yes	V No
7	Does any other alcohol beverage retail licensee or wholesale per	mittee have any interest in	or control of thi	s husiness?	Yes	V No
8	(a) Corporate/limited liability company applicants only: Ins	sert state Wisconsin	and date	04/12/09 of registration		11.00
	(b) Is applicant corporation/limited liability company a subsidiary				Yes	✓ No
	(c) Does the corporation or any officer director stockholder or a		pany, or any m	ember/manager or		
	agent hold any interest in any other alcohol beverage license				Yes Yes	✓ No
	(NOTE All applicants explain fully on reverse side of this form even			,		
9	Premises description: Describe building or buildings where alcoho	ol beverages are to be sold	and stored. Th	e applicant must include		
	all rooms including living quarters if used, for the sales, service, a may be sold and stored only on the premises described ) See	and/or storage of alcohol be attched floor plan	everages and re	ecords (Alcohol beverages		
10	Legal description (omit if street address is given above):	attorica troof plan	<u> </u>			
	(a) Was this premises licensed for the sale of liquor or beer durin	or the past license year?			Yes	✓ No
	(b) If yes under what name was license issued? N/A	.g are passive (i.e. ) vair				Li) 110
12	Does the applicant understand they must file a Special Occupation	onal Tax return (TTB form 5	630 5)		_	
40	before beginning business? [phone 1-800-937-8864]				✓ Yes	☐ No
13	Does the applicant understand a Wisconsin Seller's Permit must I	be applied for and issued in	n the same nam	ne as that shown in		<del></del>
1.1	Section 2, above? [phone (608) 266-2776] Is the applicant indebted to any wholesaler beyond 15 days for be	oor or 20 days for family			Yes	☐ No
14		• •		•	Yes	<b>✓</b> No
REAL	CAREFULLY BEFORE SIGNING: Under penalty provided by law the a	pplicant states that each of the	above question:	s has been truthfully answered to t	he best of the	e knowledge
(Indív	signers Signers agree to operate this business according to law and the dual applicants and each member of a partnership applicant must sign;	corporate officer(s) members	managers of Lim	nited Liability Companies must sig	n.) Any lack	of access to
any p	ortion of a licensed premises during inspection will be deemed a refusal to	o permit inspection. Such refu	sal is a misdeme	anor and grounds for revocation of	f this license	0. 000000 (0
SUB	SCRIBED AND SWORN TO BEFORE ME	A.	$\mathcal{M}_{I}$			
this		09 Ma	dld			
	111011 fr	(Officer o	of Corporation/Men	nber/Manager of Limited Liability Cor	npany/Partner	/Individual)
	(Clerk/Notary Public)	(Off	icer of Corporation	/Member/Manager of Limited Liabilit	/ Company/Pa	rtner)
Му с	ommission expires 15 DERING NEWT					
_		(A	dditional Partner(s,	)/Member/Manager of Limited Liabilit	y Company if.	Апу)
	E COMPLETED BY CLERK eceived and filed Date reported to council/board	Data provisional Viscons legand	Tai:	har of Clark (Paris) Charles		
	nunicipal clerk	Date provisional license issued	i oigna	ture of Clerk / Deputy Clerk		
Date	icense granted Date license issued	License number issued				
AT-10	(R 4-09)			Wiscon	sin Departmer	nt of Revenue

#### City of Madison Supplemental Class B License Application

	Notarized Original Application Form ☐ Notarized Transfer of Ownership ☐ Sample Menu Notarized Supplemental Form ☐ *Articles of Incorporation ☐ Business Plan					
1	Name of Applicant/Partner/Corporation/LLC FRANCESCA'S MADISON, LLC					
2.	Address of Licensed Premise III MARTIN LUTHER KING JR. BLVD., MADISON, WI 53703					
3.	2010					
5.	Mailing address if not opening immediately 1039 W. Bryn Mann, Chicago, DL 60660					
	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 $\square$ No	d				
7.	Are there any special conditions desired by the neighborhood? □ Yes 😾 No Explain.					
8.	Business Description, including hours of operation: FULL SERVICE RESTAURANT  MON - SUN 1130 Am - 1100 PM					
9.	Do you plan to have live entertainment? XNo □ Yes—What kind?					
10	O Detailed <u>written</u> 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.					
	Appear. 5200 SOFT C ADDRESS ABOVE WITH 150 SEATS (14 AT BAR) STURAGE OF ALCOHOL IN LOWER LEVEL. SEE INCLUDED PLAN.					
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 GARAGE BELOW					
	TSVILLING TO BE MONITORED BY AGENT OF PROPERTY MANAGEMENT					
13.	Describe your management experience, staffing levels, duties and employee training.  TWENTY FIVE YEARS OF RESTAURANT EXPENSIVE AS OWNER ? OPERATOR. PLAN TO Employ 25-50 people. TRAINING 2-3 queeles prior to opening ? organing.					
14	Identify the <b>registered agent</b> for your Corporation or LLC. This is your corporation's agent for service or process, notice or demand required or permitted by law to be served on the corporation.	)Í				
	RON TRACHTENBERG GO 33 EAST MAIN ST. SUITE 500, MADISON, WI 537 Name Address	103				

15.	Utilizing your market research, who would you project your target market to be?
	COMMUNITY RESIDENTS ! FAMILIES AND OUT-OF-TOWN VISITORS
16.	What age range would you hope to attract to your establishment? ZSyns & OLDER (FAMILIES)
17	Describe how you plan to advertise/promote your business What products will you be advertising?
	ADVERTISE THRY MULTIPLE MEDIA VENUES (FRINT, RADIO, THEATER) FOOD SPECIALS, CATERING. PRIVATE PARTY FACILITIES
18.	Are you operating under a lease or franchise agreement? ☐ Yes (attach a copy) 💢 No
19.	Owner of building where establishment is located: URBAN LAND Interest
Ad	dress of Owner: [0 E. 770TY, SUITE 300, MADISON, WI 53703 Phone Number 608-251-0706
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?
21.	List the Directors of your Corporation/LLC
	SCOTT HARRIS 345 N. LASANCE, #3306 Chicago, Il 60610
	Scott Harris 345 N. Lasance, #3306, Chicago, Il 60610  Name Address  Michael Noone 2323 W. Medin, Chicago, Il 60647  Name Address
	Name Address
	Name Address
22.	List the Stockholders of your Corporation/LLC
	Scott HARRIS 345 N. LASAGE, #3306, Chicago, IL 60610 55.0 Name Address % of Ownership
	MicHAEL Noove 2323 W. MEDILL, Chickon, IL 60647 25,0 Name Address % of Ownership
	Name Address % of Ownership
	KURT LEFLER 5234 BROWN St. SKOKIE, IL 60677 10.0
	KNOT LEFLER 5234 BROWN St. SKOKIE, IL 60077 10.0  Name CHRIS ELSEY 162 QUINCY, ELMKURST, IL 60126 % of Ownership 10.0
23	What type of establishment are you? (Check all that apply) □ Tavern □ Nightclub ເ⊗ Restaurant
	□ Other Please Explain. N/A
24	What type of food will you be serving, if any?
	□ Breakfast 🗏 Lunch 💢 Dinner
25	Please submit a sample menu with your application, if possible. What might eventually be included on your
23	
	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? 1130 Am - 1100 pm M-Sun

27	What hours, if any, will food service not be available?
28	Indicate any other product/service offered. North
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?  During what hours do you anticipate they will be on duty?  10 <sup>30</sup> m - 12 <sup>60</sup> m
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? XYes □ 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?N/A
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?
39	If your business plan includes an advertising budget, what percentage of your advertising budget do you
	anticipate will be related to food?
	What percentage of your advertising budget do you anticipate will be drink related?
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 X No

42.	What is your	estimated capacity?	65	

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	30 %
Gross Receipts from Food and Non-Alcoholic Beverages	70 %
Gross Receipts from Other	<b>&amp;</b> %
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 day of NoV , 20 09

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

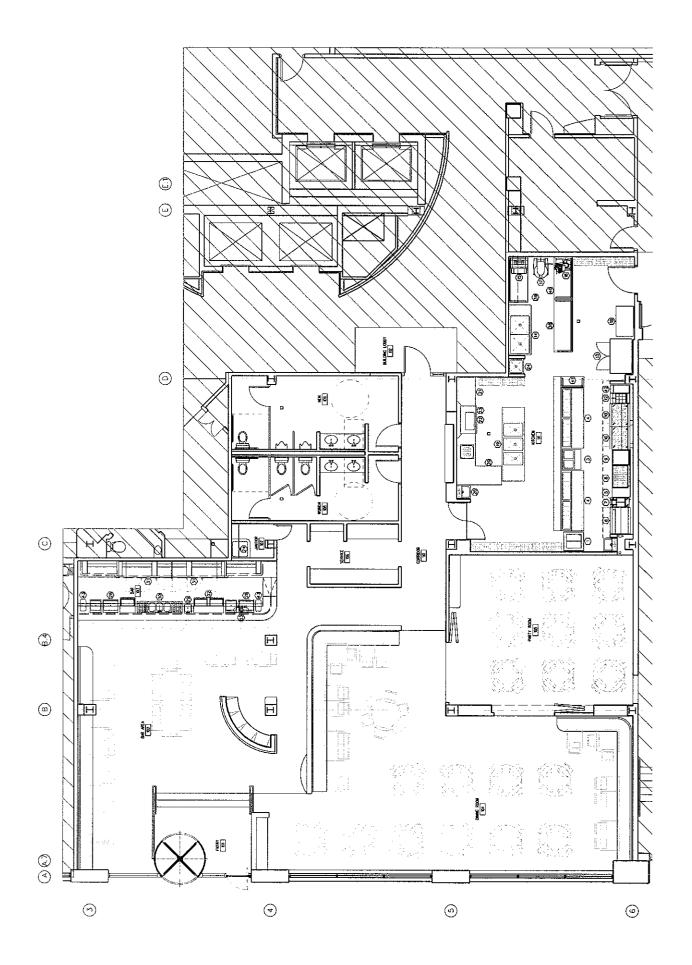
•

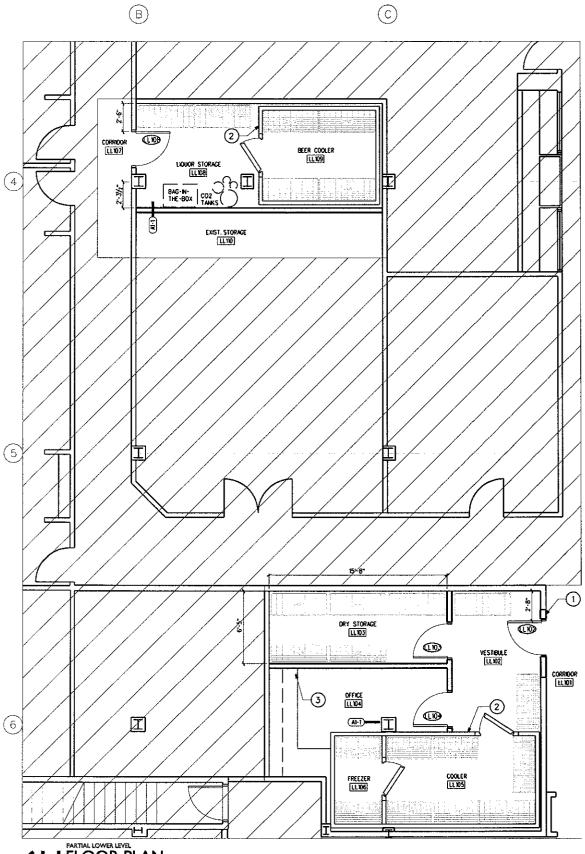
My commission expires IS PERCHANIENT

## Appointment of New Liquor/Beer Agent

To be completed by Corporate Officer or Member of LLC
I, MICHAEN NOONE, officer/member for FRANCESCA'S MADISON
(Corporation/LLC), doing business as Francesca's ALAGO, authorize and appoint
RON TRACHTENBERG (Name) as the liquor/beer agent for the premise
located at III MLK Ja. BLVD., MADISON, WI 53703.
Subscribed and sworn to before me this  I G Day of NOV , 20  Notary Public, Dane County, Wisconsin  My Commission Expires 15 PER MARKET
To be completed by appointed Liquor/Beer Agent
I, RON TRACTIONS EXC , appointed liquor/beer agent for
FRANCESCA'S AL LAGO (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%
Subscribed and sworn to before me this  19 Day of Nov, 20 09  Notary Public, Dane County, Wisconsin
My Commission Expires 15 DZRVANICANT

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





6H FLOOR PLAN

## <u>Francesca's Restaurants – Liquor License Numbers</u>

	State	<b>Expires</b>	<u>City</u>	<b>Expires</b>
Mia Francesca: 3311 N Clark Street Chicago, IL 60657 (773) 281-3310	# 09-1A-0013889	01/31/2010	# 28876 # 28878	08/15/2010 08/15/2010
La Sorella di Francesca:  18 W Jefferson Avenue Naperville, IL 60540 (630) 961-2706	# 09-1A-0013890	02/28/2010	# 09-0005116	04/30/2010
Francesca's North: 1145 Church Street Northbrook, IL 60062 (847) 559-0260	# 09-1A-0019825	04/30/2010	# 1102	12/31/2009
Francesca's on Taylor: 1400 W Taylor Street Chicago, IL 60607 (312) 829-2828	# 10-1A-0007252	10/31/2010	# 23578	05/15/2011
Francesca's by the River: 200 S Second Street St Charles, IL 60174 (630) 587-8221	# 09-1A-0033718	03/31/2010	# 006707	04/30/2010
Francesca's Amici: 174 N York Road Elmhurst, IL 60126 (630) 279-7970	# 09-1A-0047090	05/31/2010	# 5478	06/30/2010
Francesca's Campagna: 127 W Main Street West Dundee, IL 60118 (847) 844-7099	# 09-1A-0041398	12/31/2009	# 18	04/30/2010
Francesca's Bryn Mawr: 1039 W Bryn Mawr Chicago, IL 60660 (773) 506-9261	# 10-1A-0044655	09/30/2010	# 1044934	08/15/2011
Francesca's Tavola:  208 S Arlington Heights Rd Arlington Heights, IL 60005 (847) 394-3950	# 09-1A-0029296	03/31/2010	# A-37	04/30/2010
Francesca's Fiore: 7407 W. Madison Street Forest Park, IL 60130 (708) 771-3063	# 10-1A-0048808	09/30/2010	# 2	04/30/2010
Francesca's Intimo: 293 E. Illinois Road Lake Forest, IL 60045 (847) 735-9235	#10-1A-0049311	07/31/2010	No # listed Class C3-3 Class C7-4	04/30/2010
Francesca's Vicinato: 12960 S LaGrange Road Palos Park, IL 60465 (708) 671-1600	#10-1A-0057986	05/31/2010	# 2007023	12/31/2009

## <u>Francesca's Restaurants – Liquor License Numbers</u>

Francesca's Fortunato: 40 Kansas Street Frankfort, IL 60423 (815) 464-1890	#10-1A-0064353	08/31/2010	# L07-06	12/31/2009
Francesca's Passaggio: 3124 South Route 59 Naperville, IL 60564 (630) 946-0600	#10-1A-0067422	05/31/2010	# 08-00011937	04/30/2010
Francesca's Forno: 1576 N Milwaukee Ave Chicago, IL 60622 (773) 770-0184	#10-1A-0068954	08/31/2010	#1477724	11/15/2010
Francesca's Famiglia: 100 E. Station Street Barrington, IL 60610 (847) 277-1027	#09-1A-0071474	03/31/2010	#08-IX-08 #08-I-08 #08-VII-08	04/30/2010
Francesca's Bellezza: 75 S LaGrange Rd LaGrange, IL 60525 (708) 579-3500	#09-1A-0086551	12/31/2009	09-10-27	04/30/2010
Francesca's on 95th: 6248 W 95th Street Oak Lawn, IL 60453 (708) 598-7007	#09-1A-0087593	03/31/2010	#14195	04/30/2010
Francesca's at The Promenade: 641 E Boughton Road Bolingbrook, IL 60440 (630) 739-6300	#10-1A-0089871	05/31/2010	#81077 #81078	12/31/09



#### •APPETIZERS•

Calamari fritti	7.91
Mussels, Spicy Tomato Sauce	899
Spinaci aglio e olio	4.79
Bruschette alla Romana	599
Bruschette con Coppa	691
Garlic toast with coppa have tomato, basili fresh mozza and olive oil.	ı, rela
Risotto con Fagiolini	8.19
Italian rice with baby a	
المراجع المحاجب المحاجب المحاجب المحاجب المحاجب	reen
Italian rice with baby go beans, pine nuts i sun-di tomato pesto.	reen ried

Thinly sliced raw strioin with capers Homatoes, mushrooms, arugula, olive oil & parmesan.

Carpacció con Hrugula



Bryn Mawr

- JOALADO	
String Bean, Tomato, Onion	5.99
Pea Pods, Tomato, Cucumber	6.99
Tomato, Onion, Blue Cheese	699
Asparagus, Blue Cheese, Tomato	6.99
Dinner Salad	4.99
Insalata Caprese	
Tomato Fresh Mozzarella, Basil, Extra Virgin Oliv	

·SALADS ·

Proseinto e Carciofi 859

Marinated baby artichokes

with tomato, fresh mozzarella

chuse a Prosento di Parma

Lenticchire e Spinaci, USO

Warm lentik with Spinach & goat chase

• Pizza

Quattro stagioni: Quattro formaggi: Napoletana:	Prosciutto, Artichoke, Mushroom, Olive, Egg  4 Cheese: Mozzarella, Mascarpone, Blue, Swiss	8.99 8.99
Any Two:	Arugula, Cherry Tomatoes, Garlic, Extra Virgin Olive Oil, Provolone, Shaved Parmesan Sausage, Olives, Mushrooms, Artichoke, Spinach, Onion, Broccoli, Anchovy, Eggplant (Prosciutto \$2.00/Extra Ingredient \$1.00)	•

Schiacciata alla Toscana: 8.99

with garlic, or egano, aryginla, lemon, olive oil, shared parmesair, triffle oil, morrarella & fontina cheses.

Caesar Salad

#### • Pasta

Sauted with wild mushrooms, Cherry tomato, zucchini, eggplant, pappers, broccoli, escarole, garlig olive oil i pine nuts in an herb

Sauteed with Sausage, wild mushrooms & peas in a light tomato cream

Fusilli alla Affrmicate 8.99 So Corksurew pasta with portibello mushroom, baby spinach, roacted plum tomatoes, nerb broth & smoked mozzarella.

Linguine alla Sora Assunta 10.99
Sauteed with Sea Scallops and
Spinach in a light tomato cream
Sauce

Sauteed with a spicy tomato save , roasted egyplant is parmingano.



## Francesca's Bryn Mawr



#### • SALADS •

Insalata (esare con Pollo 8.99 Classic carsar salad with grilled Unicken breast roasted poppers, garlic crontons à parmigiano.

Insalata Fihiottona 8.99
Italian chopped Salad with romaine, marinated artichokes, black olives, agnoa Salami, provolone, roasted peppers, tomators, cocumber, and a zesty red wine vinagrette

Insalata di Calamari 9.99
Fresh Spinach tossed with fried Calamari, red i yellow peppers and a spiaj cayenne pepper dressing.

Insalata con Gamberi: Capesante 1099 Sautred Shrimp and Scallops over mixed greens with a balsamic vihagrette

#### SANDWICHES

Homemade meatballs rustic tomato same, roasted onion and Sweet provolone on a french baguette. Served with french tries or mixed greens.

Clabatta Con Vegetali fingliati 899

Grilled zucehini, yellow Squash, peppers, portobello mushrooms, tomato (basil, extra virgin olive oil garlic & creamy goat cheese on ciabatta bread. Served with french fires or mixed greens.

• Entrées •

18% Featurity will be added to Parties of 6 or more • Please notify us of any dictary restrictions

Pollo al Limone 11.99
Sautard chicken breast with a lemon white wine sauce and Capers with fresh Sauteed spinach.

Sauteed Chicken breast with cremini mushrooms garlics marsala wine sauch. Served with a side of linguine aglio ollo

Salmone ai Funghi 1299 Roasted Salmon with wild nwshrooms, spinach Homato and Nerbs

Pesce del Giorno Chets Daily Fish Preparation





Vanilla Pistacchio Banana Fudge Mint Chocolate Chip Cinnamon



· Oorbetti · — \$5.50 — Blackberry Peach

Raspberry

. Dolci

Tiramisu: Lady fingers soaked un espresso & rum with

Profiteroles al <u>Pistacchio</u>: Delicate cream puffs with pistacchio gelato and warm chocolate sauce.

Torta di Lava. Warm semisweet flourless chocolate cake with a chocolate center, topped with mint chocolate chip gelato, raspberry sauce i fresh berries.

Milkfoglie con Mele: Apple filled puff pastry served with cinnamon gulato, roasted almonds, cinnamon, creme anglaise à caramel savce.

Crema alla Vaniglia: Vanilla creme bruke with fresh berries
Budino di Pane al Cioccolato e Banana: Homemade chocolate
chip banana bread pydding served with banana fudge
gelato, caramel sauce e creme anglaise.

CAPPUCCINO.......3.00
ESPRESSO.........2.50

CAFE LATTE.......3.00
COFFEE/HOTTEA......1.95



All Tems Available Decaffeinated



Francesca's Buyn Mauor

DINNER SPECIALS

## ZUPPA

Ask your server for a daily special Cup \$2.99 Bowl \$4.99

# ANTIPASTO \$6.99

Polpette in Umido

Homemade meatballs braised in a tomato sauce & served with an arugula salad & shaved Parmesan

# PASTA \$14.99

Teltuccine con Pollo e Porcini

Fresh pasta with grilled chicken, asparagus and porcini cream sauce

# **ENTREE \$19.99**

Pesce Rianco con Vesuvio

Roasted whitefish with fresh oregano, peas, garlic, white wine, lemon and roasted potatoes

## **DOLCE \$6.99**

Torta di Crema e Banana

sauce & crème Anglaise; topped with whipped cream Homemade banana cream pie, served with caramel



# Francesca's Bryn Mawr

Presents

# Lasagna Tuesday \$12.99

Your choice of soup or salad

and

Lasagna Paesana

Homemade lasagna baked with italian sausage, peas, wild musbrooms and mozzarella cheese in tomato cream sauce