

# AMENDED

90828

## ORIGINAL ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk

For the license period beginning \_\_\_\_\_ 20 \_\_\_\_\_ ;  
ending June 30 20 11

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

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):  
PUERTO ESCONDIDO 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	Member/Partner	Lucas Gonzalez	4516 Belmar Cir MADISON 53711
Vice President/Member	Member/Partner	Eliozee Martinez	2099 Pike Dr #3 Fitchburg 53713
Secretary/Member	Member/Partner	Tomas Martinez	2099 Pike Dr #3 Fitchburg 53713
Treasurer/Member			
Agent			
Directors/Managers			

3 Trade Name Puerto Escondido Mexican Restaurant Business Phone Number 608-395-5415  
4 Address of Premises 2705 W. Beltline Hwy Madison WI 53713 Post Office & Zip Code MADISON 53713

- 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 6/24/10 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) See Attached PLAN

10 Legal description (omit if street address is given above): N/A

- 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?
- 12 Does the applicant understand they must file a Special Occupational Tax return (TTB form 5830 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 29th day of JUNE, 20 10  
San Juan Diaz  
(Clerk/Notary Public)  
My commission expires 12/16/2012

[Signature]  
(Officer of Corporation/Member/Manager of Limited Liability Company/Partner/Individual)  
[Signature]  
(Officer of Corporation/Member/Manager of Limited Liability Company/Partner)  
[Signature]  
(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
<u>7/27/10</u>			
Date license granted	Date license issued	License number issued	

12-27-10

## 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 type="checkbox"/> Written Description of Premise <input checked="" type="checkbox"/> Background Investigation Form(s) <input checked="" type="checkbox"/> <del>Notarized Transfer of Ownership</del> <input checked="" type="checkbox"/> *Articles of Incorporation <input 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 checked="" type="checkbox"/> Business Plan
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1. Name of Applicant/Partner/Corporation/LLC Puerto Escondido Mexican Restaurant
2. Address of Licensed Premise 2705 W. Beltline Hwy Madison, WI 53713
3. Telephone Number: 608 395 5415 4. Anticipated opening date: 7/1/2010
5. Mailing address if not opening immediately N/A

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: 11:00 AM - 10:00 PM, Mexican restaurant serving carryout and dine in.

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.

The Building stands alone off of Todd Drive next to PDD.

The Building is 100ft x 100ft. It seats 100 customers.

Alcoholic Beverages will be stored behind bar area and in the basement that has a back entrance. The bar will only be used to serve

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 access in front of building. Cameras will be installed, in the meantime police will be called to make trips at intervals as required and personnel will watch premises.

13. Describe your management experience, staffing levels, duties and employee training Have managed other Mexican restaurants for over 5 years. Trained staff on customer services, laws, regulations on alcohol consumption.

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

TOMAS MARTINEZ 2102 Pike Dr Fitchburg, WI 53713

Name

Address

15. Utilizing your market research, who would you project your target market to be?  
West side residents 18 and older.

16. What age range would you hope to attract to your establishment? Adults 18 AND UP

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

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

X 19 Owner of building where establishment is located: \_\_\_\_\_  
Address of Owner: \_\_\_\_\_ 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  
~~Luis Gonzalez~~ ~~45116 Belmar Cir~~ ~~MADISON WI 53711~~  
Name Address  
Eli ezer MARTINEZ 2099 Pike Dr # 3 Fitchburg WI 53713  
Name Address  
TOMAS MARTINEZ 2101 Pike Dr # 3 Fitchburg WI 53713  
Name Address

22. List the Stockholders of your Corporation/LLC

Name	Address	% of Ownership
N/A		

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? MEXICAN  
 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 In progress,

26. During what hours of your operation do you plan to serve food? 11:00 AM - 10:00 PM

27. What hours, if any, will food service not be available? 10:01 pm - 10:59 AM
28. Indicate any other product/service offered. N/A
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? 2  
 During what hours do you anticipate they will be on duty? 10:30 am - 10:30 p.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? 1
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? 50
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?  
18%
39. If your business plan includes an advertising budget, what percentage of your advertising budget do you anticipate will be related to food? 2%  
 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? 100

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	<u>10</u> %
Gross Receipts from Food and Non-Alcoholic Beverages	<u>90</u> %
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.

*We have just opened we don't have documents yet but will have accountability.*

**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:

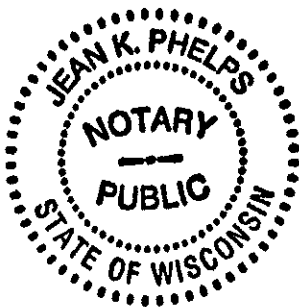
this 29<sup>th</sup> day of JUNE, 2010

*[Signature]*  
\_\_\_\_\_  
(Officer of Corporation/Member of LLC/Partner/Individual)

Sanjuana Diaz  
(Clerk/Notary Public)

My commission expires 12/16/2012

*[Signature]* 12-27-10



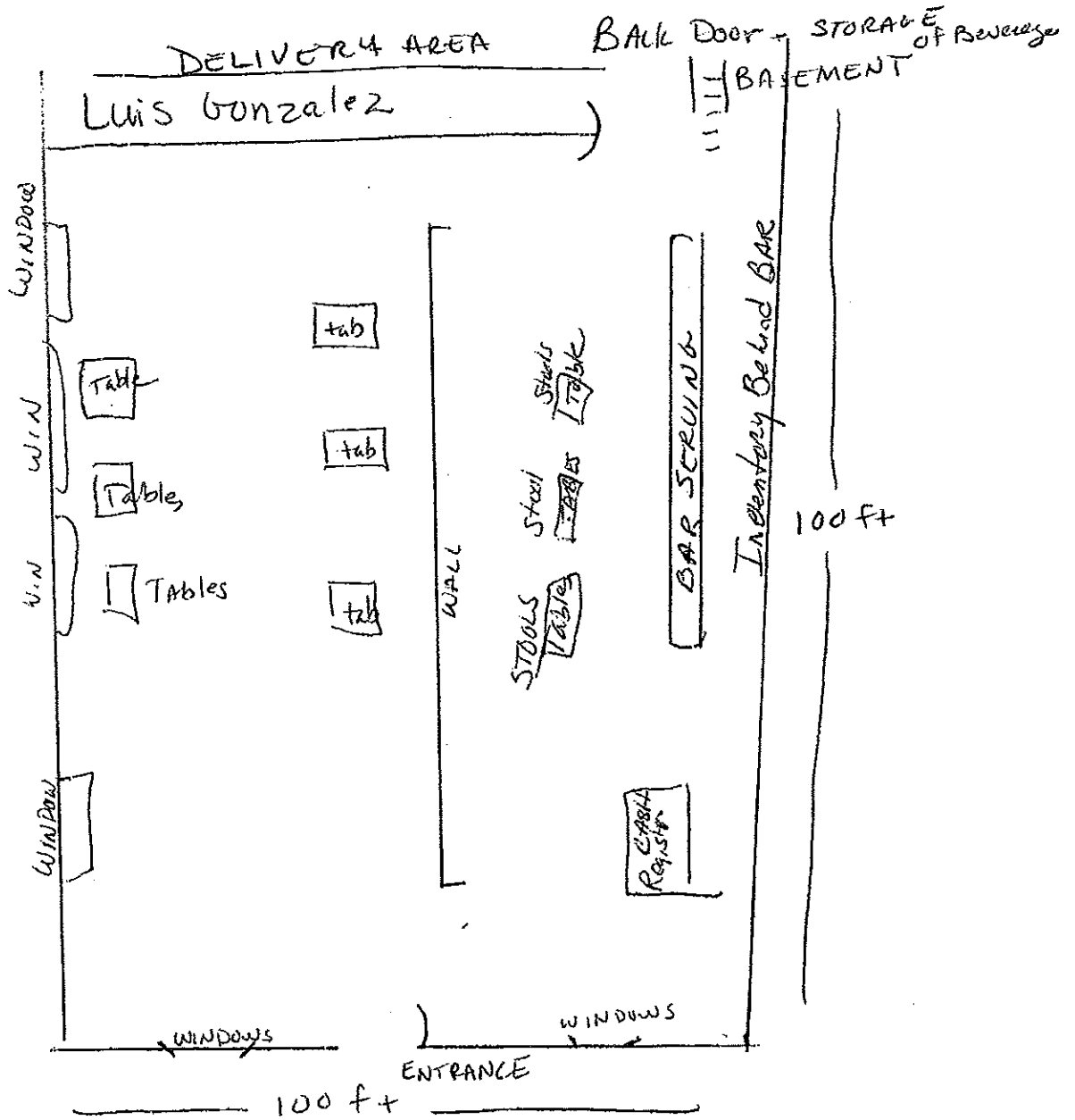
SUBSCRIBED AND SWORN TO BEFORE ME

this 27<sup>th</sup> day of December, 2010

*[Signature]*  
Notary Public Jean K. Phelps

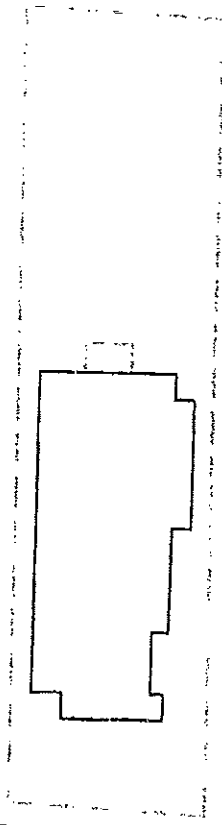
Commission Expires 6-22-14

Puerto Escondido LLC  
2705 W. Beltline Hwy  
Madison, WI 53713  
608-395-5415

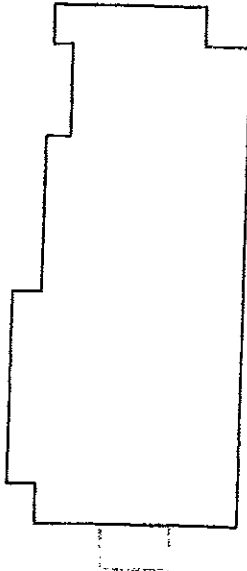


Parking Lot

Address : 2705 W Beltline Hwy



Site Plan



Top View

Kid's Menu

*comes with small soda, milk or juice.*

- 1) Chicken fingers with fries \$4.95
- 2) Meat and cheese tacos w/ fries \$4.95
- 3) Quesadilla with fries with cheese \$3.95
- 4) Hot dog with fries \$4.95
- 5) Cheeseburger with fries \$4.95

Desserts

- 1) Fried ice cream \$3.95
- 2) Flan \$3.95
- 3) Ice cream- strawberry or chocolate
  - 1 scoop \$1.95
  - 2 scoops \$2.95

*Puerto Escondido*  
*Mexican Restaurant and Bar*

2705 W. Belkline Hwy  
Madison, WI 53713  
608-957-6203  
771-6874



Appetizers

- 1) Quesadilla  
Cheese \$3.95  
Beef or chicken \$4.95  
Steak \$6.95  
Shrimp \$7.95

- 2) Guacamole \$3.95  
Authentic homemade guacamole with fresh avocados, lime juice, onions, cilantro and tomatoes
- 3) Nachos \$3.95  
Homemade corn chips, cheese, jalapeños and sour cream
- 4) Beef or chicken nachos \$6.95  
Perfectly seasoned mild beef or chicken with homemade corn chips, cheese, jalapeños, lettuce, tomatoes, onions, cilantro and sour cream
- 5) Fire wings \$6.95  
A full pound of our special sauced chicken wings. Comes with celery, blue cheese or ranch dressing and cholula sauce

- Lunch Specials
- 1) One lunch size Chimichanga \$5.95
  - 2) Two Gorditas \$5.95
  - 3) Two Sopas \$5.95
  - 4) Two Tacos \$5.95  
Choose from beef, chicken, steak, pastor or chorizo with lettuce, tomatoes, cheese onions and cilantro
  - 5) Burritos \$5.95  
choice of meat. Served with re-fried beans, cheese, tomatoes, onions, rice and beans
  - 6) Taco salad \$5.95  
grilled chicken or ground beef with lettuce, tomatoes, onions and choice of sour cream, salsa or dressing

Mexican Specialties

- 1) Tampruena \$8.95
- 2) Parrillada  
Small (feeds 2) \$18.95  
Large (feeds 4) \$25.95
- 3) Platillo Quesadano \$8.95

- 4) Fajitas \$8.95
- 5) Fajitas queretanas \$10.95
- 6) Pollo caxaqueno \$8.95
- 7) Lomode puerco en salsa verde \$8.95
- 8) Steak ala QueRetana \$8.95
- 9) Relenos ala oaxaquena \$7.95
- 10) Milanesa \$8.95

- Mexican Favorites
- 1) Huarachle \$5.95
  - 2) Chicharron \$2.25
  - 3) Two Chimichangas \$7.95
  - 4) Three Flautas \$7.95
  - 5) Two Enchiladas Oaxaquena  
cheese \$6.95  
Beef or chicken \$7.95  
Steak or pastor \$8.95  
served with rice or beans
  - 6) Enchiladas Suez  
cheese \$6.95  
beef or chicken \$7.95  
steak or pastor \$8.95  
served with rice or beans

- 7) Burritos  
with rice and beans \$8.95  
Ala cart \$7.95

- Beef Chicken
- Steak \$12.95
- Pastor \$18.95
- Chorizo \$8.95
- 8) Combo plater \$8.95  
Soft shell taco, enchilada and chimichanga
- 9) Grilled Tortas  
ala cart \$6.95  
with rice and beans \$7.95
- 10) Steak Fajuta Quesadilla \$7.95

Beverages  
*proudly serving Coca Cola products*

- Soda- free refills \$1.95
- Coke
- Fanta
- Sprite
- Diet Coke
- Mellow Yellow
- Hi-C
- Ice tea
- Coffee \$1.50
- Hot Tea \$1.50
- Milk and chocolate milk \$1.95
- Horchata \$1.95
- Bottles of Jarritos \$1.95
- Variety of flavor
- Orange Juice \$1.95
- Apple Juice \$1.95
- Pineapple \$1.95