

# ORIGINAL ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk.

For the license period beginning July 1 20 11 ;  
ending June 30 20 12

TO THE GOVERNING BODY of the:  Town of } MADISON  
 Village of }  
 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): LUIGI'S DINER LLC

Applicant's Wisconsin Seller's Permit Number: <u>004-000024576-01</u>	
Federal Employer Identification Number (FEIN): <u>39-1888515</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	\$
<b>TOTAL FEE</b>	<b>\$</b>

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>Peter E. Moran</u>	<u>100 WISCONSIN UNIT 104 MADISON WI</u>	<u>53703</u>
Vice President/Member	<u>Monty D. Schlegel</u>	<u>2929 HUNTER TRAIL MADISON WI</u>	<u>53705</u>
Secretary/Member	<u>Connie E. Maxwell</u>	<u>100 WISCONSIN AVE UNIT 803 MADISON, WI</u>	<u>53703</u>
Treasurer/Member	<u>Joseph D Krupp</u>	<u>3010 WOODLAND IR MIDDLETON WI</u>	<u>53703</u>
Agent	<u>Melanie Horzuesky</u>	<u>5706</u>	
Directors/Managers	<u>Pamela Grammer</u>	<u>9010 SHADOW WOOD DR VERONA WI</u>	<u>53593</u>

3. Trade Name LUIGI'S DINER Business Phone number 608-213-0410  
4. Address of Premises 515 S. Midvale Blvd 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 WISCONSIN and date 4-91 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.) 2000 sq. ft. restaurant w/ outdoor seating & bar area

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?

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

STACI SCHULENBURG  
Notary Public  
State of Wisconsin

**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 a 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**  
27 day of June, 20 11

Staci Schulemburg  
(Clerk/Notary Public)

Peter E. Moran, President  
(Officer of Corporation/Member/Manager of Limited Liability Company/Partner/Individual)

[Signature]  
(Officer of Corporation/Member/Manager of Limited Liability Company/Partner)

Connie E. Maxwell  
(Additional Partner(s)/Member/Manager of Limited Liability Company if Any)

My commission expires March 1, 2015

## 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>LICLIB-2011-00648</u>	

## 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 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 LUIGI'S JENNER LLC
2. Address of Licensed Premise 515 S. Midvale Blvd. Madison, WI 53711
3. Telephone Number: \_\_\_\_\_ 4. Anticipated opening date: Sept. 12<sup>th</sup>
5. Mailing address if not opening immediately 2701 Monroe Street Madison, WI 53711
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: neighborhood pizza restaurant serving sandwiches and salads. Also serving beer and wine Monday through Sunday 11am-10pm
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.**  
2100 sq. ft. restaurant in a 6000 sq. ft. building. There will be 8 booths and 6 tables inside, 6 tables outside. Seating for 48 inside and 24 outside. Wine storage for 14 units, 1 keg cooler, 1 unit cooler. Storage will be in a locked room in back of restaurant
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. surface shared parking lot with several tenants including Madison Public Library Segoye Branch
13. Describe your management experience, staffing levels, duties and employee training.  
16 years managing restaurants, presently employing 90 people. I supervise 3 front of house managers & 3 back of house managers.
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.  
Melanie Horzwey 5406 Penny Lane Madison, WI 53718  
 Name Address

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

worky professionals in the development and neighborhood families

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?

webs site branding, corporate affiliation

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

19. Owner of building where establishment is located: Midvale Plaza Joint Venture LLC

Address of Owner: 515 S. Midvale Madison, WI 53711 Phone Number 244-4085

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

Peter E. Maren 100 Wisconsin Ave Unit 1104 Madison WI 53703

Name Address

Monty D. Schaefer 2929 Hudson Home Madison WI 53705

Name Address

Connie E. Maxwell 100 Wisconsin Ave Unit 803 Madison WI 53703

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? \_\_\_\_\_

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? 11am - 10 pm

27. What hours, if any, will food service not be available? n/a
28. Indicate any other product/service offered. wine and beer
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? 8 total  
During what hours do you anticipate they will be on duty? 10am - 11 pm
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?  
25%
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  No

42. What is your estimated capacity? 70 people - with additional seating

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	10	%
Gross Receipts from Food and Non-Alcoholic Beverages	40	%
Gross Receipts from Other		%
<b>Total Gross Receipts</b>	<b>100%</b>	

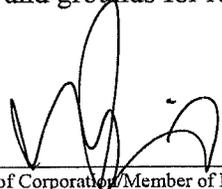
44. Do you have written records to document the percentages shown?  Yes  No  
You may be required to submit documentation verifying the percentages you've indicated.

**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.

STACI SCHULENBURG  
Notary Public  
State of Wisconsin

Subscribed and Sworn to before me:

on 27 day of June, 2011



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

Staci Schuilenburg  
(Clerk/Notary Public)

My commission expires March 4, 2015

## Background Investigation Form Supplemental Information

These members Monty Schiro, Peder Moren, Joseph Krupp, Diana Grove, and Connie Maxwell are also members in the following companies holding liquor licenses:

2089 Inc  
Dbas Monty's Blue Plate Diner  
2089 Atwood Ave, Madison

La Pepe Inc  
Dbas Tex Tubb's Taco Palace  
2009 Atwood Ave, Madison

Westside Restaurant I, LLC  
Dbas Bluephies  
2701 Monroe St, Madison

Firefly LLC  
Dbas Cactus Ranch  
2701 University Ave, Madison

Tex Mess LLC  
Dbas Eldorado Grill  
744 Williamson St, Madison

Hubbard Avenue Diner LLC  
Dbas Hubbard Avenue Diner  
7445 Hubbard Ave, Middleton

Delmonico's of Madison, LLC  
Dbas Johnny Delmonico's  
130 S. Pinckney St, Madison

117 MLK LLC  
Dba Ocean Grill  
117 Martin Luther King Jr Blvd, Madison

Market Street Diner LLC  
Dba Market Street Diner  
110 Market Street, Sun Prairie

Fresco LLC  
Dba Fresco  
227 State St, Madison

Fresco LLC  
Dba Catering a Fresco at Overture Center  
201 State St, Madison

Avenue Restaurant LLC  
Avenue Bar  
1128 E. Washington Ave

## BEVANDE

(drinks)	
Coffee .....	.99
Iced Tea .....	.99
Elliof's juices .....	1.39
San Pellegrino .....	.89
Lipton Bottled Tea .....	1.89
Lemonade .....	1.29
Klarbrunn .....	.89
Milk .....	.79
Assorted hot tea .....	.99
Cranberry Juice .....	.99
Reed's Ginger Beer .....	1.29

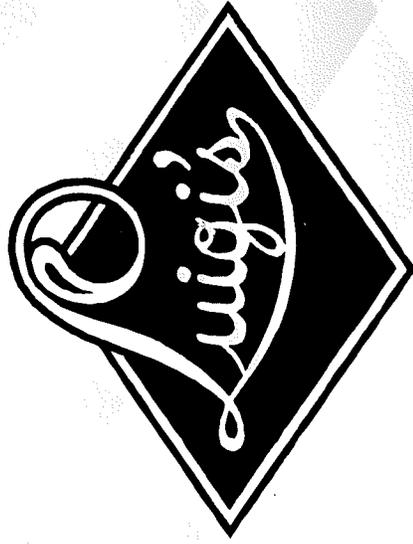
## DOLCI

(desserts)	
<i>tiramisu</i> .....	3.69
Espresso-soaked pavesini cookies, layered with orange marsala mascarpone and bittersweet chocolate. Voted the best tiramisu in town.	
<i>slice of pie</i> .....	2.99
Fresh from Monty's Blue Plate Diner (with a scoop of vanilla ice cream 3.89).	
<i>vanilla ice cream</i> .....	2.89
<i>brownie of the day</i> .....	1.29
Another Monty's Blue Plate Diner speciality (with a scoop of vanilla ice cream 2.19).	
<i>chocolate chunk cookie</i> .....	.89
White and dark chocolate chip cookie (with a scoop of vanilla ice cream 1.79).	

## DELIVERY

||||| (delivery, duh!) |||

*If you are lucky enough to live in Sequoia Commons you can now get Luigi's subs & salads delivered to your door. Call us with your order before 11:00 a.m. and we will have it in your hands before noon the same day. \$25.00 minimum order.*



||||| CON LA CAMERA  
VENEZIANA |||

||||| (featuring the venetian room) |||

## INSALATA @ ZUPPA

- ||||| **spring salad** ..... 7.99  
Fresh spinach with beets, candied walnuts, pickled red onions and lemon vinaigrette dressing.
- ||||| **grilled chicken** ..... 9.99  
Char-grilled strips of marinated chicken breast, served over arugula and topped with dates, bacon and olive oil with an aged balsamic drizzle.
- ||||| **italian chop** ..... 8.99  
Mixed greens with peppers, artichokes, onions, tomatoes, fennel and white beans in an herb dressing.
- ||||| **house salad** ..... 5.99  
Mixed greens, topped with bacon, blue cheese and avocado with a sweet basil dressing.
- ||||| **antipasti** ..... 7.99  
An assortment of vegetables marinated in balsamic vinegar then grilled, served with house made salami and garlic bread.
- ||||| **soup of the day (cup) 3.99 (bowl) 5.59**
- ||||| **side of sourdough 1.49**

**soup and sandwich** ..... 7.99  
in a hurry?  
order our soup & sandwich special and you'll get an oven-roasted tomato sub or an italian sub (your choice) served with a cup of soup.

## PANINO @ IMBOTTITO

- ||||| **mediterranean** ..... 5.79  
Chickpeas blended with peppers, onions, olives, capers and feta in a lemon aioli on tomato focaccia.
- ||||| **italian sub** ..... 7.79  
Italian salami, spicy capicola, and mortadella with oven-roasted tomatoes and mozzarella.
- ||||| **grilled veggie sandwich** ..... 6.79  
Grilled vegetables with a sun-dried tomato and raisin muffaleita relish topped with goat cheese.
- ||||| **niçoise tuna sandwich** ..... 8.99  
Olive oil-poached tuna with hard-cooked eggs, capers and an anchovy aioli.
- ||||| **grilled chicken** ..... 7.79  
Grilled chicken with olive-peppadew relish and provolone.

## PASTA SPECIALI

- ||||| **campanelle** ..... 10.99  
Italian sausage, peppers and onions simmered with tomato sauce and baked with goat cheese and campanelle.
- ||||| **lasagna** ..... 11.59  
Traditional meat lasagna layered with ricotta, mozzarella and tomato sauce.
- ||||| **veggie lasagna** ..... 9.99  
Grilled vegetable lasagna layered with a smoked mozzarella pesto cream sauce.
- ||||| **mama luigi's meatballs** ..... 10.99  
Hand-rolled meatballs slow-cooked with our tomato sauce, corkscrew pasta, and baked with mozzarella cheese and herb bread crumbs.
- ||||| **torellini** ..... 9.99  
Cheese tortellini baked with roasted vegetables and herb cream sauce.

## PIZZA FINE GROSTA

- ||||| **margherita** ..... 7.99  
Tomato sauce, fresh basil and Wisconsin mozzarella.
- ||||| **pesto** ..... 7.99  
Fresh basil pesto, tomato sauce, caramelized onion, grilled chicken, Wisconsin mozzarella and goat cheese.
- ||||| **pepperoni** ..... 8.49  
Tomato sauce, Wisconsin mozzarella and nitrate-free pepperoni.
- ||||| **artichoke pepperonata** ..... 7.29  
Tomato sauce, artichoke pepperonata, Wisconsin mozzarella and feta.
- ||||| **spicy chicken sausage** ..... 8.99  
Tomato sauce, spicy chicken sausage, ricotta, balsamic cippollini onions.
- ||||| **white truffle** ..... 9.49  
White sauce, portobello mushroom, fontina and truffle oil.
- ||||| **smoked salmon** ..... 9.49  
Smoked salmon, dill crème fraiche, red onion and chives.
- ||||| **bacon veggie** ..... 8.29  
Bacon, fontina, caramelized onions, grilled asparagus and morel mushrooms with brown butter.
- ||||| **pancetta** ..... 8.59  
White sauce topped with cracked pepper, crispy pancetta, egg, parmesan and herb oil.
- ||||| **italian** ..... 9.59  
Tomato, goat cheese, mozzarella, oven-roasted tomatoes, prosciutto and arugula.
- ||||| **four cheese** ..... 7.29  
Tomato sauce, provolone, smoked mozzarella, gorgonzola and taleggio.
- ||||| **eggplant** ..... 7.99  
Tomato sauce, eggplant caponata and feta cheese.



