ORIGINAL ALCOHOL BEVERAGE LICENSE APPLICATION	Applicant's Wisconsin Seller's Permit Number: to be pro	vided		
Submit to municipal clerk.	Federal Employer Identification Number (FEIN): 45-263	17171		
For the license period beginning July 1 20 11 ;	LICENSE REQUESTED	>		
ending June 30 20 12	ТҮРЕ	FEE		
☐ Town of •	Class A beer	\$		
TO THE GOVERNING BODY of the: Village of Madison	✓ Class B beer	\$ 20.00		
	Wholesale beer	\$		
	Class C wine	\$		
County of Dane Aldermanic Dist. No. 5 (if required by ordinance)	Class A liquor	\$		
	Class B liquor	\$		
1. The named ☐ INDIVIDUAL ☐ PARTNERSHIP ☑ LIMITED LIABILITY COMPANY	Reserve Class B liquor	\$		
CORPORATION/NONPROFIT ORGANIZATION	Publication fee	\$ 20.00		
hereby makes application for the alcohol beverage license(s) checked above.	TOTAL FEE	\$ 20.00		
Name (individual/partners give last name, first, middle; corporations/limited liability companies give registe New Seoul Korean Restaurant, LLC	red name): •			
President/Member Owner Miok Park 204 N. Sego Vice President/Member	d by each member/manager and a Address Post Offic e Rd. #5A, Madison, Wi	agent of a limited		
Secretary/Member				
Treasurer/Member				
Agent Miok Park				
Directors/Managers 3. Trade Name ▶ New Seoul Korean Restaurant, LLC Business Pt	none Number <u>608-238-333</u>	1		
2502 University Avenue Medicon WI	53705	<u>L</u>		
	•			
5. Is individual, partners or agent of corporation/limited liability company subject to completion of the respons training course for this license period?	ible beverage server	1Yes □ No		
6. Is the applicant an employe or agent of, or acting on behalf of anyone except the named applicant?		Yes V No		
 Is the applicant an employe of agent of or acting on behalf of anyone except the named applicants. Does any other alcohol beverage retail licensee or wholesale permittee have any interest in or control of the 	nis husiness?	Yes No		
8. (a) Corporate/limited liability company applicants only: Insert state Wisconsin and date	June 28, 20 tregistration	1100 [4] 110		
(b) Is applicant corporation/limited liability company a subsidiary of any other corporation or limited liability company?				
agent hold any interest in any other alcohol beverage license or permit in Wisconsin? (NOTE: All applicants explain fully on reverse side of this form every YES answer in sections 5, 6, 7 and 8		Yes ☑ No		
 Premises description: Describe building or buildings where alcohol beverages are to be sold and stored. The all rooms including living quarters, if used, for the sales, service, and/or storage of alcohol beverages and may be sold and stored only on the premises described.) See Class B License Supplement 	he applicant must include records. (Alcohol beverages nt. par. 10			
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? New Seoul Restaurant				
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 has the applied for and issued in the same nar		17. 🗂 1		
Section 2, above? [phone (608) 266-2776]		Yes No		
14. Is the applicant indebted to any wholesaler beyond 15 days for beet or 30 days for liquor?		Yes ✓ No		
READ CAREFULLY BEFORE SIGNING: Under penalty invoked by law, the spall and states with each of the above question of the signers. Signers agree to operate this business incording to law and that the rights and passing sibilities conferred by (Individual applicants and each member of a partnership applicant must sign; corporate officer(s) members/managers of Lia any portion of a licensed premises during inspection with each end a private to permit aspection. Such refusal is a misdem	y the license(s), if granted, will not be a mited Liability Companies must sign.) A	ssigned to another. ny lack of access to		
SUBSCRIBED AND SWORN TO BEFORE ME	4			
this 27th day of June 100 100 100 100 100 100 100 100 100 10	10 K			
STATE OF	mber/Manager of Limited Liability Company			
(Clerk/Notary Public) My commission expires S Permonent (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	ature of Clerk / Deputy Clerk			
with municipal clerk Date license granted Date license issued License number issued				
Date include Planten Preside Inntition issued Preside Inntition issued				
AT-106 (R. 4-09)	Wisconsin De	epartment of Revenue		

City of Madison Supplemental Class B License Application

		Seller's Permit Number Federal Employer Identification # Notarized Original Application Form Notarized Supplemental Form Orange Sign (Clerk's Office provides at time of application)	 ✓ Written Description of Premise ☐ Background Investigation Form(s) ☑ Notarized Transfer of Ownership ☑ *Articles of Incorporation ☑ *Notarized Appointment of Agent * Corporation/LLC only 	Floor Plans Lease Sample Menu Business Plan		
	1.	Name of Applicant/Partner/Corporatio	n/LLC New Seoul Korean	Restaurant, LLC		
	2.	Address of Licensed Premise <u>2503</u>	University Ave, Madisa	on, W1 53705		
	3.	Telephone Number: <u>LOS-238-3</u>	3331 4. Anticipated opening date: _	August 8,2011		
	5.	Mailing address if not opening immedia	ately 2545 University Ave	, Madison, W1 53705		
	6.		olice Department District Captain, Alcoho tative for the area in which you intend to lo			
	7.	Are there any special conditions desired	d by the neighborhood? □ Yes □ No			
		Explain.				
	8.	Business Description, including hours	of operation: <u>New Spov/Korpan Resta</u>	urant will sell food, beer		
and from	and Soda. Open for lunch from 11:00 am - 2:30 pm. Closed from 2:30 pm to 4:30 pm. Open for dink from 4:30 pm to 9:00 pm (on Friday and Saturday, open for dinner from 4:30 pm to 9:30 pm). 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. Overall Dimensions of dining area 37' × 24', 15 tables placed in					
		rows throughout, capa	city of 45, no bar,	beer is served		
		in dining area.				
	11		rectly accessible and under control of the and stored only on the licensed premise, not			
			king lot is to be monitored. We have			
	available behind the building, we monitor the parking lot to ensure customer safety.					
	13		s, staffing levels, duties and employee train			
		I have managed the re Staffing levels and e	stavrant for 10 years. See Imployee training.	<u>a Hached reg</u> arding		
	14	. Identify the registered agent for your	Corporation or LLC. This is your corporate permitted by law to be served on the corpo	tion's agent for service of		
		MIOK Park 204 N. Se Name Address	goe Rd.#5A, Madison, W	11 53705		

15.	Utilizing your market research, who would you project your target market to be?	
	Korean students, all students, Korean community and anyone	
16.	what age range would you hope to attract to your establishment? All age 3	
17.	Describe how you plan to advertise/promote your business. What products will you be advertising?	
	New Seoul Korean Restaurant, LLC will advertise as a Korean Restaurant selling Korean food.	
18.	Are you operating under a lease or franchise agreement? XYes (attach a copy) No	
	Owner of building where establishment is located: Robert J. Lindholm	
Ad	dress of Owner: 3800 Regent St. Madison, WI 53705 Phone Number 108-712-1036	
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? \[\textstyle{\te	
21.	List the Directors of your Corporation/LLC	
	Miok Park 204 N. Segoe Rd. #5A, Madison, W1 53705 Name Address	
	Name Address	
	Name Address .	
22	List the Stockholders of your Corporation/LLC	
22,	MiOk Park 204 N. Segoe Rd # 5A, Madison, W/ 53705 100% Name Address Madison	
	Name Address % of Ownership	
	Name	
	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? XAppetizers □ Salads XSoups □Sandwiches XEntrees	
	☐ Desserts ☐ Pizza ☐ Full Dinners	
26.	During what hours of your operation do you plan to serve food? 11:00 am - 2:30 pm, 4:00 pm - 9:00 pm (Fri Sat. 4:00 pm - 9:30 pm)	m

27. W	That hours, if any, will food service <u>not</u> be available?
28. In	dicate any other product/service offered.
29. W	ïll your establishment have a kitchen manager? XYes □ No
30. V	Vill you have a kitchen support staff? XYes □ No
31. H	low many wait staff do you anticipate will be employed at your establishment?
32. D	o you plan to have hosts or hostesses seating customers? Yes XNo
	o your plans call for a full-service bar? Yes No
	yes, how many bar stools do you anticipate having at your bar?
Н	ow many bartenders do you anticipate you would have working at one time on a busy night?
34. W	rill there be a kitchen facility separate from the bar? XYes □ No
	Vill there be a separate and specific area for eating only? ☐ Yes X No
I	f yes, what will be the seating capacity for that area?
36. V	Vhat type of cooking equipment will you have? XStove ☐ Oven X Fryers XGrill XMicrowave
37. W	Vill you have a walk-in cooler and/or freezer dedicated solely to the storage of food products? ☒ Yes ☐ No
38. V	Vhat percentage of your overall payroll do you anticipate will be devoted to food operation salaries?
	f your business plan includes an advertising budget, what percentage of your advertising budget do you nticipate will be related to food?
W	That percentage of your advertising budget do you anticipate will be drink related?
40. <i>A</i>	Are you currently, or do you plan to become, a member of the Madison—Dane County Tavern League or
th	ne Tavern League of Wisconsin? Yes X No
	Are you currently, or do you plan to become, a member of the Wisconsin Restaurant Association or the
N	ational Restaurant Association? XYes □ No

42.	What is your estimated capacity?	45
$\neg \angle$.	what is your estimated capacity:	10

43. Pursuant to Chapter 38.02 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.

Total Gross Receipts	100%
Gross Receipts from Other	%
Gross Receipts from Food and Non-Alcoholic Beverages	97 %
Gross Receipts from Alcoholic Beverages	3 %

44. Do you have written records to document the percentages shown? XYes □ 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 apply the licensed premise during inspection will be deemed a refusal to permit inspection. Such refusal is a paradementary and grounds for revocation of this license.

Subscribed and Sworn to before me:

this 27 day of June PUB Office of Structure (Clerk/Notary Public)

My commission expires 15 permanent

Answer to Question 13

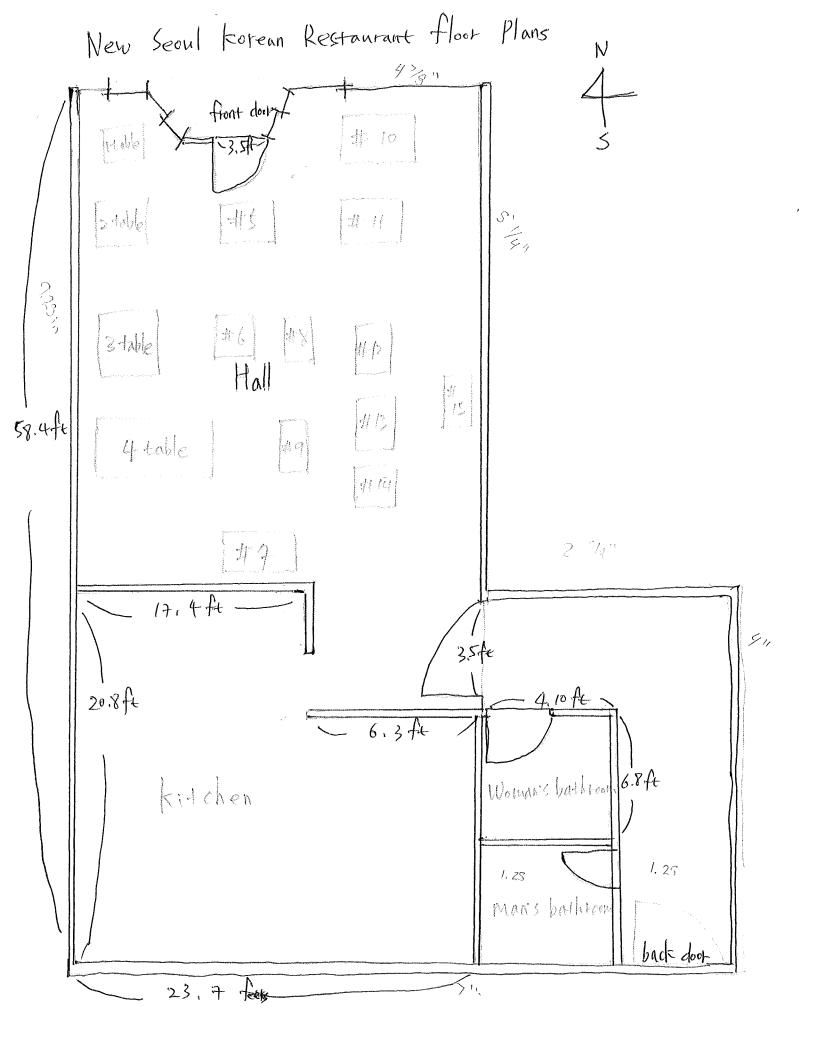
Total employees at New Seoul Korean Restaurant: 5 employees

- A. Servers: 1
- B. Waiters and waitresses: up to 2 (1 for lunch, 2 for dinner)
- C. Cooks: 2
- D. Bartenders: 0

Does New Seoul Korean Restaurant pay anyone specifically to handle alcohol?: No

Employee Training: Employees receive service training and cleanliness training upon hiring.

Duties of Manager: Training employees; overseeing servers, waiters, and cooks; responsible for general business operations.



Business Plan - New Seoul Korean Restaurant, LLC

Chang Ho Lee established the New Seoul Korean Restaurant over twenty years ago to provide outstanding Korean food to the people of Madison, especially Madison's Korean immigrant population. Mr. Lee is selling his restaurant to New Seoul Korean Restaurant, LLC. The sole member of New Seoul Korean Restaurant, LLC is Mr. Lee's manager of 11 years, Miok Park. Ms. Park intends to keep and maintain the restaurant in the same fashion as Mr. Lee, providing the same outstanding Korean food to the same customers.

New Seoul Korean Restaurant serves a lunch menu from 11:00am to 2:30pm on Monday through Saturday. The restaurant serves a dinner menu from 4:30pm to 9:00pm on Monday through Thursday and from 4:30pm to 9:30pm on Friday and Saturday. The restaurant is closed on Sundays.

New Seoul Korean Restaurant employs 5 people, including servers, waiters, and cooks.

New Seoul Korean Restaurant markets itself as a restaurant, using Facebook, other internet advertising, and word of mouth. As the attached story from a 2008 edition of *The Isthmus* shows, the focus of New Seoul Korean Restaurant is its authentic Korean food. New Seoul Korean Restaurant derives and will continue to derive the majority of its revenues from food sales.

Historically, 97% of the restaurant's revenues have come from food sales. Only 3% of revenues come from beer sales. New Seoul Korean Restaurant does not anticipate increasing its alcohol sales.

ISTHMUS | The Daily Page

Zechariah Han, Manager of New Seoul Korean Restaurant

New Seoul Korean Restaurant, 2503 University Ave.

by Susan Kepecs on Friday 01/25/2008

Why you should go: For exotic dishes that go way beyond bibimbap — and for your health!

How did you come to New Seoul? The restaurant is over 20 years old, but I came seven years ago because my friend Changho Lee is the owner. I met him through my church, Campus Mission International. He's like family now. When I left Korea I spent six months in Seattle, studying English. Then I moved here, and my family joined me.

In Korea I cooked for my family, but my wife, Elizabeth, who's the chef here, worked at a restaurant in Incheon. She knows how to make everything, but she has a gigantic Korean cookbook at home. She's always reading it and thinking about new dishes to try. I only have a few specialties, but our kids like my cooking better!

Of course, I don't cook at home much anymore. The restaurant is only closed on Sundays, and usually we go to another restaurant to try foreign foods. My kids like hamburgers, Taco Bell and pizza — actually, I like that, too. But their favorite Korean dish is my tuboki. It's very famous, cheap and delicious. My regular customers love it, too. It's got rice cake, fish cake and onion, in sweet and spicy sauce. My kids also really like my kimchee soup. Did you know that kimchee protected Koreans from SARS? We were the only country in Asia where SARS didn't spread. After that scare, the Chinese imported a lot of kimchee from Korea. Many Korean foods have health benefits.

What do your customers like? Americans love the rock cooker bibimbap. Any Korean restaurant in the U.S. has it on the menu, so they know it. It's very fancy — radish, bean sprouts, carrots, spinach and steamed rice, with a sunny-side-up egg and spicy sauce. You can get it with tofu, beef, chicken or pork. Kimbap — Korean sushi — is popular too. Everything is cooked, so it's very safe.

Koreans love spicy soups. The spicy cod fish soup with oyster, tofu, bean sprouts, green onion, jalapeños and radish is a favorite. Our Chinese customers especially love the tofu soup, with seafood, egg and green onion — it's pretty spicy, too.

We have a regular Korean customer who always orders beef tendon soup. We don't know his name, so we call him "Uncle." Whenever we see him, we rush to get Uncle's bowl ready. And our Korean customers are waiting patiently these days for our cold summer broths, like nang myun — buckwheat noodles with sliced beef, hard-boiled egg, cucumber and Korean pear.

What's your favorite story about New Seoul? We have lots of funny stories. One time four French ladies came in — I think they were staying at the hotel across the street. They didn't know anything about Korean food. They thought the ginseng chicken soup looked good. When Koreans are sick we eat that. It's very health restoring. But the French ladies were very surprised to see a whole chicken in it, with everything except the head! Even though it's very expensive, they didn't touch it. They paid and ran away.

One day a tall, beautiful American lady came in alone and ordered the seafood bean paste soup. It's also very good for health, but we think it looks ugly, and it's kind of stinky. Americans usually don't like it, so were very surprised when she ate the whole thing.

Soups

Served with steamed rice

27. 4 3 5 Ginseng Chicken Soup	Spring chicken stuffed with sweet rice, korean	ginseng, dried date, garlic &	Orbon outou
ito			
₹			
4 P			
27.			

....\$10.95 है Small Ginseng Chicken Soup* Ħ 京· *

\$9.95 Beef tendons, beef tendon broth, shredded beef, green onion & radish with seasoned soy sauce on the side 28. 도가니팅 Beef Tendon Soup*

Gal Bi Tang*.....\$10.95 Beef ribs, beef broth, egg, clear sweet potato noodles, green onion, onion & radish না৹ F

29. 圣

Oxtail Soup*.....\$10.95 Oxtail tail, oxtail broth, clear sweet potato noodles & green onion 지리마마

30.

Čod, oyster, tofu, bean sprout, green onion, jalapeño, Spicy Cod Fish Soup*** onion & radish 31. 대구매운당

\$9.95 KIMCHI, sliced rice cake, tofu, green onion & onion 32. ऄ 처 ऒ Kimchi Soup ♦♦♦♦

\$9.95 green onion, jalapeño, onion, potato, & zucchini in a Clam, mussel, shrimp, small octopus, squid, tofu, 33. 剛賽長洛內州 Seafood Bean Paste Soup** bean paste broth

26.68..... Soft tofu, clam, mussel, cyster, sbrimp, squid, small octopus, egg, green onion & onion 34. 순두부찌개 Tofu Soup***.

\$9.95 Dumpling, sliced rice cake, sbredded beef, egg, green 떡 만 두 국 Tukmandu Soup (Beef/Veggie)*.

35.

56.63.... onion, onion with dried seaweed on top ♂ Yuk Gae Jang ₹

Sbredded beef, egg, bean sprout, green onion & onion

帥

36.

*** - SPICY but can be mild **** - SPICY ONLY no* - mild only * - mild but can be SPICY ** - medium SPICY

Lunch Specials

Lunch specials served with steamed rice

Stir Fried Dishes

Pre-marinated beef, carrot, green onion, mushroom 7.속고기덮밥 Beef Bokum*.

Chicken Bokum^{*}.....\$6.95 Chicken, cabbage, carrot, green pepper, onion & red ź'n ក្នុដ 2. 치킨

\$6.95 Clear sweet potato noodles, beef, cabbage, carrot, Chopchaebop (Beef/Veggie)*. 哲 3. 弘渊

.. \$6.95 green onion, mushroom, onion & red cabbage Pre-marinated pork, green onion & onion Pork Bokum क संद 4. # 40

Broccoli, cabbage, carrot, green pepper, mushroom, SH Zh 6. 卟洲

onion & zucchini

Tofu, beef, carrot, green onion & onion Tofu Bokum (Beef/Veggie)***

ric His

5. 中世

...\$6.95

Rice Dishes

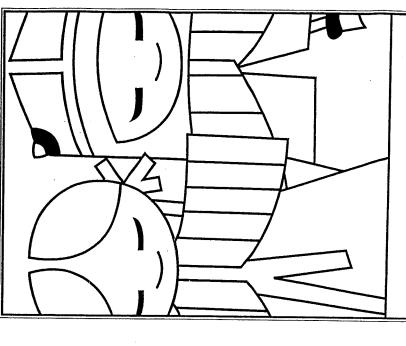
Stir fried rice, beef, scrambled egg, carrot, green onion & onion Stir fried rice, chicken, carrot, green onion & omion Kimbop\$6.95 Rice, fish cake, fried egg, yellow pickled radish, carrot & spinach all rolled up in dried seaweed with sesame dot no spaas ㅠ \sqrt{h} 6,

Stir fried rice, KIMCHII, carrot, green onion & onion with a fried egg & sesame seeds Kimchi Fried Rice 10. 김치 볶음밥

11.세우볶음밥 Shrimp Fried Rice^.....\$6.95 Stir fried rice, shrimp, scrambled egg, carrot, green onion & onion Veggie Fried Rice\$6.95 Stir fried rice, scrambled egg, carrot, green onion &

onion

12.0湖 井음밥



Korean Restaurant 北土山

Monday - Thursday Lunch 11:00 AM - 2:30 PM

Lunch 11:00AM - 2:30PM Dinner 4:30PM - 9:00PM Dinner 4:30PM - 9:30PM Friday - Saturday

Sunday Closed

2503 University Ave Madison, WT 53705 608-238-3331

www.newseoulmadison.com

Jungol Cuisines Large sorp for two people & served with two bowls of steamed rice 5. A 21> A = Beef Jungol*	4 を る	7. 해 될 권 돌 Seafood Jungol ⁺⁺⁺ \$24.95 Clams, fish cake, mussel, qyster, shrimt, small octopus, squid, bean sprout, cabbage, carrot, green onion, musbroom, onion & zucchini cooked in a SPICY SOUP	8. 김 치 전 골 Kimchi Jungol ^{***} *\$24.95 KIMCHI, pork, rice cake, tofu, clear sweet potato noodles, green onton, mushroom & onton cooked in a SPICY SOUP	Bokum Cuisines Stir-fried dishes with mixed vegetables served with steamed rice	9 해물이터 복음 Seafood Bokum [*]	10. 오징어 복음 Squid Bokum***\$12.95 Squid, carrot, green pepper, musbroom, onion & zucchini	11. 새우 북음 Shrimp Bokum ⁴	12.최고가 복음 Beef Bokum ⁴ g10.95 Pre-marinated beef, carrot, green onion, mushroom & onion	13.针卫》 某号 Chicken Bokum ⁴	14.돼지고가 국을 Pork Bokum**** Pre-marinated pork in a spicy marinade, green onion & onion	Tofu Bokum (Beef/Veggie)*** Tofu, beef, carrot, green onion & onion	16. o 科 북을 Vegetable Bokum [*]
Appetizers 만 두 튀 김 Deep fried Dumpling	untul sempeta 中 岩 of Tukbokgi ⁺⁺⁺	Mungbean, pork, kimohi & gren onion 체 의 그를 Vegetable Egg Roll	만 즉 즉 Mild Dumpling Soup (Beef/Veggie)\$2.95 Dumplings, egs, onion & green onions 즉 가 장 Yuk Gae Jang (Small)*** Shredded beef, egg drop, green onion or onion	ロ) ユ 子 Mild Bean Paste Soup (Miso Soup) \$1.95 Bean paste, tofu ヴ green onion	ा अ ने Seaweed Soup	Coffee, Ice Coffee, Lipton Ice Tea	Sterra Misth, Tropicana Lemonade	Pre-marinated meat grilled on open fire & served with steamed rice 1. 2 w Galbi*	2.쇠불고>] Beef Bulgogi*\$12.95 Chargrilled beef 3.닭 불고>] Chicken Bulgogi****\$12.95	y marinade marinade	Side Order 3} = A Lettuce & seasoned bean paste\$2.50	

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isin
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Tangsuyuk (Sweet & Sour Chicken)* .\$10.95	Breaded meat, carrot, green pepper, mushroom, onion	& quechini in a sweet & sour sauce	
야			
小			
त्रो०			
17.			

3 3 Seasoned Deep Fried Chicken	Breaded chicken and peanuts cooked in KOREAN	HOTSAUCE
₹0		
ζο		
18. 野 3		

Rice Cuisines

H. Kimbop	21. 4] 4] 4] Bibimbop*
4	j a
	<u>a</u> d
₹p	P
F. 61	21.

Noodle Cuisines

*Your choice of beef, chicken, pork, tofu or lettuce

22. 삼선 판물 Samsun Jambong (Rice/Noodles)*** \$10.95 Flour noodle soup with clam, mussel, shrimp, small octopus, squid, carrot, green cabbage, green onion, onion & red cabbage	** Woodong*
보 라	щo
रू जेव	ο Γ
7. 7.	23. 4

Al Chopchae Bop (Beef/Veggie)*\$9.95 Clear sweet potato noodles, beef, cabbage, carrot, green onion, mushroom, onion & red cabbage	Served only from June to August 25. 4] 2] 24 24 25 Bibim Nang Myun*
000	Z HH G Z
	only from ed es es
24. X	Served 25. 🗷

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