

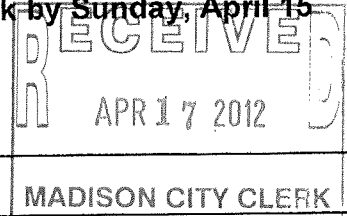
Post-marked 04/14 JP



City of Madison Liquor/Beer License Renewal

On-Premises Consumption: Class B Beer Class B Liquor Class C Wine
Off-Premises Consumption: Class A Beer Class A Liquor

Deadline: File in Clerk's Office by 4 p.m. Friday, April 13, or postmark by Sunday, April 15



- Name of Sole Proprietor, Partnership, Corporation or LLC
Wisconsin Ventures Inc.
- Trade Name (doing business as) Alba Segredo
- Licensed Address 624 University Ave Madison WI 53715
- State Seller's Permit 456-1026989726-03
- Federal Employer Identification Number 270917256
- Do you understand that you must purchase alcohol beverages only from Wisconsin wholesalers, breweries, and brewpubs? Yes No
- Do you understand that alcohol invoices must be kept at the licensed premises for two years from the date of invoice and made available for inspection by law enforcement? Yes No
- Since filing of last application, has the named licensee or any other person affiliated with this license (partner, member, officer, director, manager or liquor/beer agent) been **convicted** of any **offenses** (excluding traffic offenses not related to alcohol) for violation of any federal laws, Wisconsin laws, any laws of other states, or ordinances of any county or municipality?
 Yes (If yes, complete convictions supplement) No
- Are any **charges** for any **offenses** presently **pending** (excluding traffic offenses not related to alcohol) against the named licensee or any other persons affiliated with this license (partner, member, officer, director, manager or liquor/beer agent)?
 Yes (If yes, complete pending charges supplement) No
- Was the profit or loss from the sale of alcohol beverages for the previous year reported on the Wisconsin Income or Franchise Tax return of the licensee?
 Yes No Taxes are not filed yet, but they will include this profit/loss when filed
- Areas where alcohol beverages are sold/permitted, including outdoor seating, if applicable.
Main room, lounge & private party room
- Areas where alcohol beverages are stored liquor storage room + beer cooler
- Class B establishments:** estimated percentage of gross sales for liquor/beer vs. food business
87 % Alcohol 2 % Food 11 % Other
- Establishments with a capacity of 50 or more:**
 - Do you offer or allow live music performances? Yes No
 - Do you have a designated dance floor area? Yes No
 - Do you offer or allow the use of a disc jockey? Yes No

(We have an 18+ Entertainment License)

18+

15. Establishments that currently hold ~~21+~~ Entertainment Licenses:

Does your Security Plan remain in force, as approved on your application? Yes No

16. Establishments that currently hold Centers for Visual & Performing Arts Licenses:

Do your underage identification and security procedures remain in force, as approved on your initial application? Yes No

17. Corporation/LLC: Name of Liquor/Beer Agent Shayne Miller

18. Corporation/LLC: Address of Liquor/Beer Agent 1335 Drake St Madison 53705

19. Corporation/LLC: Is this Liquor/Beer Agent listed on your current license?

Yes No (If no, file Change of Agent application)

20. Corporation/LLC: List names and home addresses of all officers/members below.

Michael Hiert 100 Wisconsin Ave Madison WI
53703

21. Corporation: List names and home addresses of all stockholders below.

Michael Hiert 100 Wisconsin Ave Madison WI
53703

22. List names and home addresses of managers below.

Shayne Miller 1335 Drake St Madison WI 53705

23. Michael Hiert
Who to contact 8 a.m. - 4:30 p.m. regarding problems with application

(609)683-5225
Phone Number (cell)

Michael@sigredo.com
E-mail Address

[Signature]
Signature of Officer/Member/Partner/Sole Proprietor

4/10/12
Date

| | |
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| Renewals due April 15 every year (postmarked 4/15 or filed in Clerk's Office by 4 p.m. 4/13) | |
| Clerk's Office: Date Filed/Postmarked _____ | <input checked="" type="checkbox"/> Filed Timely <input type="checkbox"/> Filed Late (\$250 Late Filing Fee) |