

*Submit to municipal clerk.*

County of lane Aldermanic Dist. No. \_\_\_\_\_ (if required by ordinance)

- hereby makes application for the alcohol beverage license(s) checked above.

Wisconsin Department of Revenue

Applicant's Wisconsin  
Seller's Permit Number: 456-1027854789-02

Federal Employer Identification  
Number (FEIN):

LICENSE REQUESTED ▶	
TYPE	FEE
<input type="checkbox"/> Class A beer	\$
<input type="checkbox"/> Class B beer	\$
<input type="checkbox"/> Wholesale beer	\$
<input checked="" type="checkbox"/> Class C wine	\$
<input type="checkbox"/> Class A liquor	\$
<input checked="" type="checkbox"/> Class B liquor	\$
<input type="checkbox"/> Reserve Class B liquor	\$
Publication fee	\$
TOTAL FEE	\$

L-STAR: 27817

## City of Madison Supplemental Class B License Application

<input type="checkbox"/> Seller's Permit Number <input type="checkbox"/> Federal Employer Identification # <input type="checkbox"/> Notarized Original Application Form <input 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 type="checkbox"/> Background Investigation Form(s) <input type="checkbox"/> Notarized Transfer of Ownership <input type="checkbox"/> *Articles of Incorporation <input type="checkbox"/> *Notarized Appointment of Agent * Corporation/LLC only	<input type="checkbox"/> Floor Plans <input type="checkbox"/> Lease <input type="checkbox"/> Sample Menu <input type="checkbox"/> Business Plan
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1. Name of Applicant/Partner/Corporation/LLC A LA BRASA
2. Address of Licensed Premise 15 N. Broom St.
3. Telephone Number: 608-251-1700      4. Anticipated opening date: 09/29/12
5. Mailing address if not opening immediately \_\_\_\_\_
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. NO MEETG set up
8. Business Description, including hours of operation. Monday-Thursday 11<sup>am</sup>-10PM  
Friday-Saturday 11am-12am / Sunday 11am-8pm
9. Do you plan to have live entertainment?    ☐ No    ☒ Yes—What kind? Live Music - 2
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.**  
15 N Broom SEE floor plan. 600 SF of  
sitting area and 6 tabe outdoor sitting and chained.  
8 person bar in the evening
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. Street
13. Describe your management experience, staffing levels, duties and employee training.  
Catering Business, Waitress, cook, Management
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.  
Cynthia Gutierrez 15 N Broom St Madison, WI 53703  
 Name Address

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

Any one that eats food.

16. What age range would you hope to attract to your establishment?

Any age

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

Paper, Internet, Radio / Food.

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

19. Owner of building where establishment is located:

Metropolitan Apt. LLC

Address of Owner: 5 N Broom St

Phone Number 608-294-7000

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

Cynthia Gutierrez 15 N Broom St

Name

Address

Milagros Mato 15 N Broom St

Name

Address

Name

Address

22. List the Stockholders of your Corporation/LLC

Cynthia Gutierrez 15 N Broom St

Name

Address

% of Ownership

Milagros Mato 15 N Broom St

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? 11-12 p.m

27. What hours, if any, will food service not be available? after 12:00 a.m. NONE
28. Indicate any other product/service offered. NONE
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? ALL
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? 8  
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? \_\_\_\_\_
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?  
80% +
39. If your business plan includes an advertising budget, what percentage of your advertising budget do you anticipate will be related to food? ALL  
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? under 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	20 %
Gross Receipts from Food and Non-Alcoholic Beverages	80 %
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.


**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.

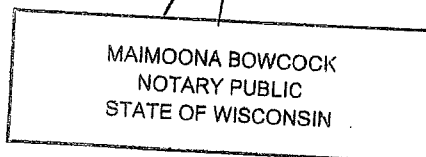
Subscribed and Sworn to before me:

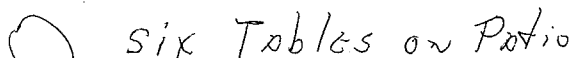
this 25 day of Sept., 2012

Maimoona Bowcock  
(Clerk/Notary Public)

My commission expires Nov. 15, 2015

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





Chiropractic Office

Existing  
Corridor

Always Open During Business Hours -

Proposed Floor Plan @ 1/4" = 1' - 0"  
Tropical Cuisine  
15 North Broom, Madison, Wisconsin  
June 16, 2010

## Existing Corridor

A

Sec. 183.0202  
Wis. Stats.



State of Wisconsin  
Department of Financial Institutions

**ARTICLES OF ORGANIZATION - LIMITED LIABILITY COMPANY**

Executed by the undersigned for the purpose of forming a Wisconsin Limited Liability Company under Chapter 183 of the Wisconsin Statutes:

- Article 1.       **Name of the limited liability company:**  
A LA BRASA LLC
- Article 2.       **The limited liability company is organized under Ch. 183 of the Wisconsin Statutes.**
- Article 3.       **Name of the initial registered agent:**  
Cynthia Gutierrez
- Article 4.       **Street address of the initial registered office:**  
15 N Broom St  
Madison, WI 53703  
United States of America
- Article 5.       **Management of the limited liability company shall be vested in:**  
A manager or managers
- Article 6.       **Name and complete address of each organizer:**  
Cynthia Gutierrez  
2330 Harley Dr  
Madison, WI 53711  
United States of America  
  
Milagros Mato  
2330 Harley Dr  
Madison, WI 53711  
United States of America
- Other Information. **This document was drafted by:**  
Cymnthia Gutierrez

**Organizer Signature:**

Cynthia Gutierrez

**Date & Time of Receipt:**

9/24/2012 9:57:56 AM

**Order Number:**

201209243132504

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**ARTICLES OF ORGANIZATION - Limited Liability  
Company(Ch. 183)**

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Filing Fee: \$130.00  
Expedite Fee: \$25.00  
**Total Fee: \$155.00**

**ENDORSEMENT**

**State of Wisconsin  
Department of Financial Institutions**

EFFECTIVE DATE	
9/24/2012	

<b>FILED</b> 9/25/2012	Entity ID Number A068773
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## Drinks

Paper cup juice/Cincha Morada \$1.50

Orange Juice \$2.00

Fruit juice

With water \$1.50

With Milk \$2.00

(If desired, fruit, mango, papaya, pine, banana, maracuya, lulo, passionfruit)

Coffee/Tea \$2.00

Hot or cold \$2.00

## Side orders

White Rice \$2.50

Baked Potato \$2.50

Roast plantains/Maduros \$2.50

French Onion Fries \$2.00

Mashed potatoes/Pure de Papas \$2.50

Fried green plantains/Tostones \$2.50

Fried Cassava/Yuca Frita \$2.50

Steam Vegetables/Vegetales al vapor \$1.25

## Desserts

Alfajores \$1.50

Budín al pisco \$2.00

Custard Ice Cream \$2.50

Crema Helada de Vainilla o Cacao \$1.50

Mousse de Licuina \$2.50

Pastel de Guayaba Queen \$1.50



Latin Cuisine

## Hours:

Monday through Thursday 11-10

Friday and Saturday 11-12

Sunday 11-8

## Appetizers

**Lichis** - Tricchettes of cow heart marinate in "A La Brasa" secret sauce.

**Choritos a la Chalaca** - Steamed mussels with a wonderful culinary salad of rice, peppers, lemon and an "A La Brasa" special touch. \$6.50

**Ade Frito** - Potato dough cake seasoning with all Amaparo cream and filled with chicken. \$5.00

**Wares Fritos**. \$6.00

**Ken or Ground Beef**. \$3.00

**Wing** - Potatoes covered with creamy sauce made with milk, cheese and pepper. \$5.00

**Voluntades de Maiz**. \$4.99 each.

**W** - Mashed corn wrapped in banana leaves, stuffed with pork. \$3.00

## Salads

**maine lettuce**, zucchini, parmesan cheese and creamy Caesar dressing.

**ice**, spinach, tomato, cucumbers and onions. \$3.00

**bacon**. \$6.75

## Soups

**stew / Asopao de Pollo**. \$7.00

**o shrewder / Chupe de carureones**. \$9.99

**arriuelo de Mariscos**. \$19.00

## Chicken

**Ken / Aji de Pollo** - Shredded chicken covered in yellow pepper cream sauce cheese. \$7.50

**icken / Arroz verde con Pollo**. \$7.50

**sauce / Pollo al Ajillo** - Served with two sides. \$8.00

**achuga de Pollo a la Manchita** - Served with two sides. \$7.50

**ed with cream / Pollo Escabollada**. \$7.50

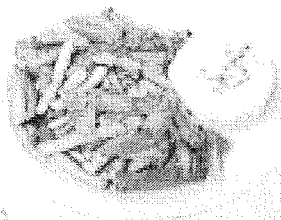
## Beef

**meat / Chaufa de Carne**. \$7.50

**asa** - Served with two sides. \$12.50

**Chulipa Frita** - Served with two sides. \$8.00

**be fried stein** with onions, tomatoes and french fries served with rice.



## Mashed Fried Plantains/Mofong

**Chung with Garlic Sauce / Camarones al Ajillo**. \$12.00

**Chicken / Pollo a la Brasa de Pollo**. \$10.99

**Fried Pork Filled Refrito con Carne Frita** - with salads. \$8.00

## Seafood

**Shrimp / Arroz con Mariscos** - Peruvian style seafood paella. \$12.00

**Cajon Rice with Seafood / Arroz Norteño con Mariscos**. \$12.50

**Fish Ceviche / Ceviche de Pescado** - Fresh fish marinate in lime juice with a Potato with fry corn, sweet potato and onions. \$10.00

**Seared Mix Ceviche / Ceviche Mixto** - Fresh fish, squid, shrimp, mussels and octopus with a Peruvian spices, served with fry corn, sweet potato and onions.

**Salmon** - Crispy seafood mix served with fry yucca and Peruvian salsa molle. \$12.00

**Fish a la Brasa** - Served with two sides. \$7.00

**Whole deep fried Red Snapper / Mojarra frita** - Served with two sides. \$8.00

## Pastas

**Dragon Noodles / Tallarines Verdes** - Noodles with a fresh spinach and basil sauce.

**Pollo**. \$3.99

**Churros**. \$6.00

**Soft Fry Noodles / Tallarin Saltado**

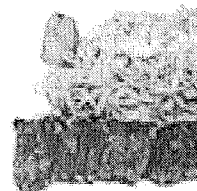
**Chicken / Pollo**. \$8.00

**Beef / Carne**. \$8.50

**Shrimp / Camarones**. \$9.50

**Seafood / Mariscos**. \$11.50

**Vegetarian / Vegetales**. \$7.00



## Fried Rice / Arroz Chaufa

**Chicken / Pollo**. \$8.50

**Beef / Carne**. \$9.50

**Shrimp / Camarones**. \$10.50

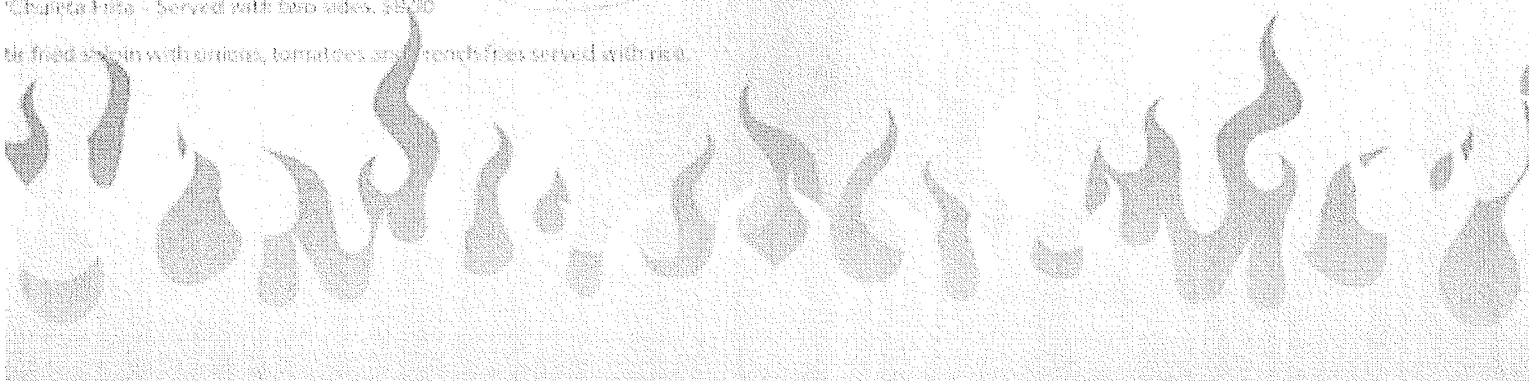
**Seafood / Mariscos**. \$11.50

## Sandwiches

**Chicken Sandwich** - Grilled chicken with lettuce, tomato and mayonnaise in a roll.

**Cuban sandwich** - Ham, pork, mustard, butter, pickles and Swiss cheese. \$8.00

**Pork Sandwich** - Pork, cheese, mayonnaise, lettuce and tomato. \$5.50



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Anticuchos - Brochettes of cow heart marinated in a "secret" sauce. \$6.50

Mussels/Choritos a la Chalaca - Steamed mussels with a wonderful cutlery salad with onions, tomatoes, pepper and an "A La Brasa" special touch. \$6.50

Aji de Pollo - Potato dough cake seasoned with ajiillo cream and fresh lime juice stuffed with chicken. \$7.00

Calamares fritos. \$6.00

Chicken or Ground Beef). \$3.00

Llancaína - Potatoes covered with creamy sauce, milk, cheese and Peruvian yellow pepper. \$5.00

Chicken/Sorullitos de Maiz. \$4.50 each.

Cerdo - Mashed corn wrapped in banana leaves, served with pork. \$3.00

Salad - Romaine lettuce, croutons, parmesan cheese and Caesar dressing. \$4.75

Salad - Lettuce, spinach, tomato, cucumbers and chicken. \$4.00

A La Brasa" chicken. \$6.75

## Soups

Chicken and rice stew / Asopao de Pollo. \$7.00

Shrimp and potato chowder / Chupe de camarón. \$7.00

Seafood Soup / Parihuela de Mariscos. \$10.00

## Chicken

Spicy Cream Chicken / Aji de Pollo - Shredded chicken in yellow pepper cream topped with parmesan cheese. \$7.50

Green rice with chicken / Arroz verde con Pollo. \$7.00

Chicken in garlic sauce/Pollo al Ajillo - Served with two sides. \$8.00

Grilled chicken/Pechuga de Pollo a la Plancha - Served with two sides. \$7.50

Chicken smothered with onions/Pollo Encebollado. \$7.00

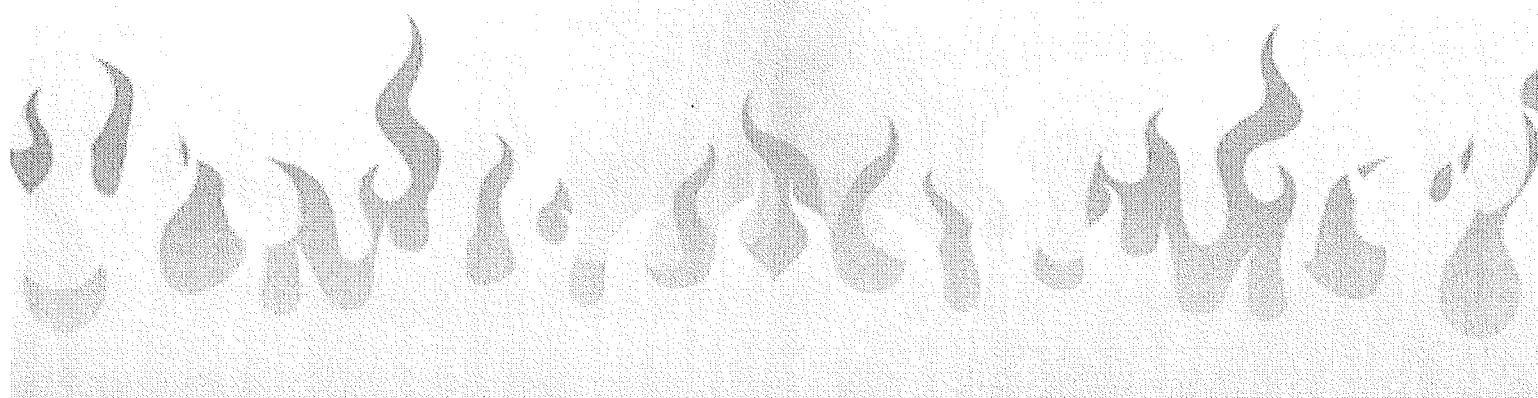
## Beef

Beef Fried Rice/Arroz Chaufa de Carne. \$7.50

Churrasco A La Brasa - Served with two sides. \$10.00

Fried Pork Chops/Chuleta Frita - Served with two sides. \$8.00

Lomo Saltado - Stir fried sirloin with onions, tomatoes and French fries served with rice. \$9.00





STATE OF WISCONSIN  
DEPARTMENT OF REVENUE  
CUSTOMER SERVICE BUREAU

2135 RIMROCK RD  
P.O. BOX 8902  
Madison, WI 53708-8902  
**FAX NUMBER: (608) 264-6884**

**Legal Name:** A LA BRASA LLC

**DBA Name:**

**BTR Expiration Date:** September 30, 2014

**Greeting Letter ID (for registering on My Tax Account):** L1992246816

<b>Tax Account</b>	<b>Tax Account Number</b>	<b>Filing Frequency</b>
Sales & Use Tax	456-1027854759-02	Monthly
Withholding Tax	036-1027854759-04	Monthly

## A LA BRASA LLC

We have a backround in catering and Fashion merchandising Design.

We want to expend on Retail Restaurant with unique food that covers Caribbean and South America. One of our chef is from Puerto Rico and two of us from Peru creating a fushion to satisfy all our customers and we plano of having a top cuality food with a moderate price.

Any Cuestions. Please cantact  
Cynthia Gutierrez  
608-444-6126

# Appointment of New Liquor/Beer Agent

## To be completed by Corporate Officer or Member of LLC

I, Cynthia Gutierrez, officer/member for A La Brasa  
(Corporation/LLC), doing business as A la Brasa, authorize and appoint  
Cynthia Gutierrez (Name) as the liquor/beer agent for the premise  
located at 15 N. Broom St. Madison, WI 53704

Subscribed and sworn to before me this

09 Day of 25, 2012

Maimoona Bowcock  
Notary Public, Dane County, Wisconsin

My Commission Expires Nov. 15, 2015

Signature of Officer/Member

MAIMOONA BOWCOCK  
NOTARY PUBLIC  
STATE OF WISCONSIN

## To be completed by appointed Liquor/Beer Agent

I, Cynthia Gutierrez, appointed liquor/beer agent for  
A LA BRASA LLC (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 50 %.

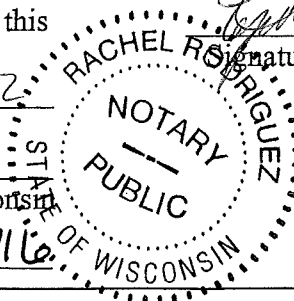
Subscribed and sworn to before me this

09 Day of 25, 2012

[Signature]  
Notary Public, Dane County, Wisconsin

My Commission Expires 6/26/16

Signature of Agent



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