

ORIGINAL ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk.

For the license period beginning July 1 20 10 ;
ending June 30 20 11

TO THE GOVERNING BODY of the: ☐ Town of } Madison
☐ Village of }
☒ City of }

County of Dane Aldermanic Dist. No. 4 (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): Charleys of Madison 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		<u>Harold Langhammer</u>	<u>370 E. Lakeside St.</u>	<u>Madison, WI 53703</u>
Vice President/Member				
Secretary/Member				
Treasurer/Member				
Agent				
Directors/Managers				

3. Trade Name Charleys Business Phone Number 608 250-2522
4. Address of Premises 122 State Street Post Office & Zip Code Madison, WI 53703

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 employee 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 WI and date 2/21/11 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.) 122 State Street - see attached drawing of licensed premises

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? Mad City Crab House

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

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 22nd day of February, 20 11

[Signature]
(Clerk/Notary Public)

My commission expires 3-18-2012

Harold Langhammer
(Officer of Corporation/Member/Manager of Limited Liability Company/Partner/Individual)

(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 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	

City of Madison Supplemental Class B License Application

<input 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 checked="" 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 type="checkbox"/> *Articles of Incorporation <input checked="" type="checkbox"/> *Notarized Appointment of Agent <small>* Corporation/LLC only</small>	<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 Charleys of Madison LLC
 2. Address of Licensed Premise 122 State Street, Madison, WI 53703
 3. Telephone Number: 608 250-2522 4. Anticipated opening date: April 1, 2011
 5. Mailing address if not opening immediately 122 State Street, Madison, WI 53703

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: Restaurant including lounge.
Sunday through Thursday, 11am to 2am; weekends, 11am to 2:30 am.

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.**

See attached drawing of licensed premises.

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. Off street parking and
city parking ramp across W. Dayton Street.

13. Describe your management experience, staffing levels, duties and employee training.

I am part owner and the managing member of downtown properties which can be seen at
www.centralapts.com, for 22 years, I held, for 2 1/2 years, 3 separate liquor licenses at
118/122 State St. with no problems of any kind. Prior to this, I practiced law in Madison for
15 years. I have employed and trained many dozens of employees in my career.

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.

Atty. David A. Geier, 3 N. Pinckney St. #1, Madison, WI 53703-2881

Name

Address

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

Families including children; Capitol area employees; Overture event participants; tourists.

16. What age range would you hope to attract to your establishment? Children & adults of all ages - it is planned as a 'family' restaurant.

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

We may do a little advertising introducing the 'open home' nature of our menu. Mostly we intend to rely on the walk-by attraction of our location which we know very well.

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

19. Owner of building where establishment is located: 122 State Street Group LLC

Address of Owner: 513 N. Lake St., Madison, WI 53703 Phone Number 608 255-1767

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 w/

21. List the Directors of your Corporation/LLC

Harold Langhammer 370 E Lakeside St., Madison, WI 53715
Name Address

Name Address

Name Address

22. List the Stockholders of your Corporation/LLC

Harold Langhammer 370 E Lakeside St., Madison, WI 53715
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 We may wish to include breakfast when we are up & running.

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? At all hours that we are open.

27. What hours, if any, will food service not be available? 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? 4
During what hours do you anticipate they will be on duty? 11am to 11pm
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? 29
How many bartenders do you anticipate you would have working at one time on a busy night? 4
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? 62
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? 95%
What percentage of your advertising budget do you anticipate will be drink related? 5%
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? Existing - it is 113

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>40</u> %
Gross Receipts from Food and Non-Alcoholic Beverages	<u>60</u> %
Gross Receipts from Other	<u>—</u> %
Total Gross Receipts	100%

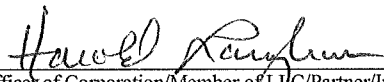
44. Do you have written records to document the percentages shown? ☐ Yes ☒ No
You may be required to submit documentation verifying the percentages you've indicated.

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 22nd day of February, 2011


(Clerk/Notary Public)


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

My commission expires 3-18-2012

Charley's

Approximately 3000 square feet including main dining area and lounge as shown on the shaded area of the floor plan. Alcohol storage will be restricted to storage cabinets behind the bars and, if additional space is needed, to room 302 in the building, which is about 300 square feet in size.

This document is not yet filed.

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:**
Charley's of Madison LLC
- Article 2. **The limited liability company is organized under Ch. 183 of the Wisconsin Statutes.**
- Article 3. **Name of the initial registered agent:**
Harold Langhammer
- Article 4. **Street address of the initial registered office:**
513 N. Lake Street
Madison, WI 53703
United States of America
- Article 5. **Management of the limited liability company shall be vested in:**
A member or members
- Article 6. **Name and complete address of each organizer:**
Scott Herrick
16 N. Carroll St. #500
Madison, WI 53703
United States of America
- Other Information. **This document was drafted by:**
Atty. Scott Herrick

Organizer Signature:

Scott Herrick

Date & Time of Receipt:

2/21/2011 9:06:51 AM

Credit Card Transaction Number:

201102212506957

CHARLEYS

Starts

Jalapeno Cornbread, pepper jelly 3.65

Tomato Basil Bisque 3.25 Chicken Egg Noodle soup 3.45

Myrtles Real Good Chili 3.45

Clam Chowder, Yukon gold potatoes, real cream, bacon – 4.65 cup / 7.25 bowl

Cup any soup and small salad 5.95

Small Plates

Local flash fried Cheese Curds 6.75

Loaded Tater Tots, cheddar, apple smoked bacon, scallions, sour cream 7.95

Fried Chicken fingers, fries 8.95

The Works Loaded mashed potatoes, cheddar, bacon, butter, side gravy, period. 8.65

Porcupine meat Balls and Wavy Gravy (4) 5.25

Cold Greens

The Iceberg Wedge 5.95 Chicken Salad Plate 8.95

Real Deal Deluxe dinner salad 7.25 Half size 5.25

Small diner salad, lettuce, carrots 3.55

Fried Chicken salad 9.95

Cobb Salad , Ham & Turkey, cheese 8.95

Sandwiches

Sourdough Grilled cheese, plain 4.95 add bacon 3 three bucks

Hot Brown, open faced sliced roasted turkey, homemade gray over sliced sourdough, cheddar mashed russet potatoes 7.95

Turkey Reuben, sliced u-know-what, smoked gouda, red slaw 8.95

Blockbuster, classic turkey club on toasted sourdough 10.95

The BLT, 8 slices of apple smoked bacon, iceberg, tomato, sourdough One size, Bigger 9.95

Fried Chicken Deluxe 6.95 add cheese or bacon ...one buck each Chicken Salad Sandwich 7.95

The real deal diner BURGER, choose regular 5 ounce or deluxe 10 ounce Regular 5.45 Bigger 7.65

Included (cheddar, swiss, or bleu cheese crumbles)

Grilled onions, extra cheese...one buck apple wood bacon, cooked mushrooms, organic egg over easy...two bucks

Big Plates

Classic Yankee Pot roast 10.95 Ground Chuck Beef , tomato, egg noodle & Cheese Casserole 8.25 Miners Pastie Pies 8.95

Turkey and Gravy Dinner 10.75	Chicken Fried Steak & Gravy Dinner 8.95	Porcupine Meat Balls Dinner(6) 9.25
Real Deal Iona's MeatLoaf 8.95	Delish- Shush Macaroni & Cheese 9.95	
Chicken Pot Pie 11.25	Twin Pork Chops 10.95	
Ground Beefsteak & Gravy 8.95	Smothered Chicken Parmesan 8.95	
Flat Iron Steak, chimichuri 14.95		

Sides

Cottage cheese 1.45 Applesauce 1.25

Tomato juice small 1.35 Bigger 2.45

French Fries or Tater Tots 1.95 Chili Cheese Fries or Tots 4.45

Seasonal Fresh cut fruit cup 2.95 Bowl 4.25

Sliced Sourdough bread & whipped butter 1.95 (toasted no charge)

Cole Slaw 1.55

Breakfast:

All Egg entrees served with toasted English muffins or Sourdough AND Cottage fried potatoes cooked in real butter

Omelet - Organic eggs (2) choose 2 Ingredients; Ham, Bacon, onion, tomato, swiss, green peppers, smoked gouda or cheddar/ extra item .75 7.95
 Make yours a 3 egg omelet....we're cracking anyway! 8.95

Pork Chop and 2 Eggs...7.95

Ground beefsteak (regular), gravy and 2 eggs 6.95 Bigger Beefsteak 9.35

Steak & Eggs, Flat Iron, Organic eggs(2) with the fixin's 15.25

Deluxe Sourdough Sammich- Organic eggs scrambled, apple wood bacon, melted smoked gouda, Gravy on top. 8.95

Two eggs Any style with Apple wood Bacon (2) or sliced ham....5.95

The real deal Meat & Gravy & Muffins-Homemade crumbled zesty meatballs with country gravy over muffins, potatoes, no toast 5.45

Organic eggs, ham & cheese scramble-add any omelet ingredient for .75 more

Breakfast sides

Sliced Ham or 3 strips Bacon 3.25 Sour Dough Toast (2) 2.25 Toasted English Muffins 2.45

One Organic Egg 1.45 Side Gravy 1.45 Jalapeno CornBread with pepper Jelly 3.65

Cottage Potatoes 2.95

Covered, american cheese slices 1.35 Chunked, Ham pieces 1.75 Topped, Homemade Chili 1.95

Appointment of New Liquor/Beer Agent

To be completed by Corporate Officer or Member of LLC

I, Harold Langhammer, officer/member for Charleys of Madison LLC
(Corporation/LLC), doing business as Charleys, authorize and appoint
Gavin Langhammer (Name) as the liquor/beer agent for the premise
located at 122 State Street, Madison, WI, 53703

Subscribed and sworn to before me this

22nd Day of February, 20 11

Michael Chen
Notary Public, Dane County, Wisconsin

My Commission Expires 3-18-2012

Harold Langhammer
Signature of Officer/Member

To be completed by appointed Liquor/Beer Agent

I, Gavin Langhammer, appointed liquor/beer agent for
Charleys of Madison 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 0 %.

Subscribed and sworn to before me this

22nd Day of February, 20 11

Michael Chen
Notary Public, Dane County, Wisconsin

My Commission Expires 3-18-2012

Gavin Langhammer
Signature of Agent

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

CARROLL STREET

EXISTING CAPACITY = 113 PERSONS

LEGEND:

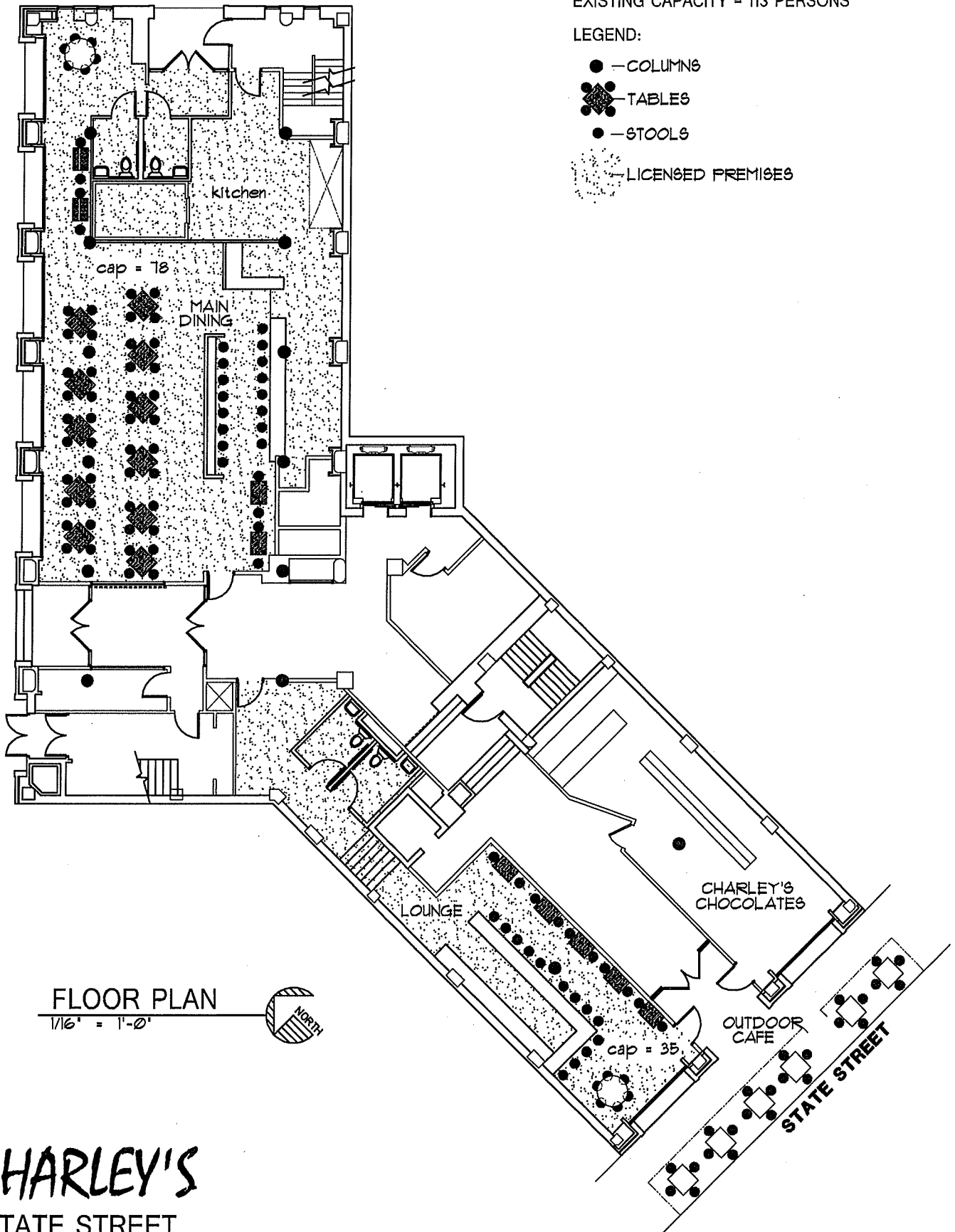
● — COLUMNS

■ — TABLES

● — STOOLS

— LICENSED PREMISES

DAYTON STREET



FLOOR PLAN

1/16" = 1'-0"



CHARLEY'S

122 STATE STREET

A DOWNTOWN EATERY

"SIMPLE FOOD PREPARED WITH CARE"

Charley's Business Plan

1.0 The Enterprise

Charley's is an expansion of the owner's existing chocolate shop at 122 State Street. It has come about because of the vacating of the restaurant space by the current tenant. There has, for decades, been a restaurant at this location. For a half century, since the building was built in 1917 as the YWCA a popular cafeteria was located here. And for the past twenty five years, three different restaurants have been in service. The owner now wishes to improve the premises and the area by providing old fashioned diner style cooking in a customer focused and family oriented restaurant.

1.1 Objectives

The objective of Charleys is to provide traditional, down home cooking in this busy downtown location. The intent is to provide a family oriented restaurant and lounge, with the compliment of the chocolate shop, for the many residents and visitors to this popular area of State Street.

1.2 History

Charley's will be a diner concept restaurant offering an appealing dining experience to the public. Grand opening is scheduled for April, and our financial projections estimate breakeven investment returns within the first 13 months of operation.

1.3 Organization

The personnel who will be involved in providing service to our customers include the owner/operator and an administrative assistant who handles accounting and clerical work; a chief and two subordinate section leads; and 10 waiters, bartenders, dishwasher, cleaning and customer service/food preparation personnel.

1.3.1 Key Personnel

Harold Langhammer

Harold was born and raised in Madison at Union Corners on the East side. He is a proud alumni of the Madison Scouts Drum & Bugle Corps. He graduated from the University of Wisconsin Law School and practiced law in Madison for 18 years. In 1989, he and family members began purchasing, developing and managing various downtown properties. See www.centralapts.com. For three years during the early 1990's, he held at one time three separate liquor licenses at 118/122 State Street. The operation, known as The State Street Center, had a Store Front Cafe organic restaurant with alcohol service, and also operated under the first license issued to an outdoor café in front of 122 State Street. The State Street Center hosted approximately 200 wedding receptions, banquets, parties, dances and so forth. The decision was made to convert the building to offices, as it now stands, and the first floor restaurant space was leased out to others. Harold is in business with his wife, Phyllis Sanfilippo, and sons Gavin and Garth

Langhammer.

For the past year and a half, in addition to their property business, Harold , Phyllis and Gavin have developed a chocolate shop at 122 State Street called Charley's Chocolates. This is named for one of Gavin's Children, and hence the name for the expanded food operation. It sells Wisconsin Made food items, Babcock Hall ice cream, various candies and chocolates. The shop now makes its own hand crafted truffles and fudge. When the Tiki Shack decided to move down the street, the decision was made to expand the existing family business into a restaurant with a pleasant atmosphere emphasizing 'down home' food, the kind you can get at a diner or truck stop, but not so easily in downtown Madison.

On the side, Harold owns Browzers Bookshop, a used and rare book store at 668 State Street, started by his father in 1936. It is now celebrating its 75th year in business.

Gavin Langhammer

Gavin was raised in Madison and graduated from the University of Wisconsin with a BA in Communication Arts. While attending transfer classes at the University of Minnesota, he received a Citizen's Award from the University of Minnesota Police Department for persuading an intoxicated woman not to jump off of a bridge over the Mississippi River. He has been involved with his family's business throughout his life. His experience with restaurant and beverage dates back to The State Street Center at 122 State Street in about 1990, as well as various restaurant jobs during college. He helped run the banquet facility and The Storefront Café, as well as providing beverage services in a combined effort with The Comedy Club. He did numerous tasks including inventorying and stocking beer and liquor, and was a bar back.

His skills throughout the years have allowed him to both be involved with the construction process of the family business as well as the person-to-person experience with tenants throughout the managing aspects of the business.

Regarding 122 State Street specifically, he has assisted in running it since 1986 when he began working there at the age of sixteen. He cleaned it every night after classes when it was then an annex to MATC. He was involved throughout all these years in one way or another, and to this day still maintains it and co-manages it with his family.

Gavin looks forward to once again being able to offer to the public the personal attention to service and detail that they were able to provide in the past. Charley is the name of one of Gavin's sons, who is turning eight in March. Perhaps we will see him helping run things one day, if he wants, and he can actually affirm to an inquiring customer that, yes, he really is 'Charley'.

2.0 The Market

The owner has been on the first block of State Street for twenty five years, and is familiar with the many aspects of the area. Charleys is intended to appeal to families with children, tourists, Capitol square event goers, lunch and eventually breakfast patrons, Overture guests and local and Madison residents.

3.0 The Offerings

Charley's will offer a diner style menu in a unique facility in a prime location. Charley's intends to combine stellar service with a friendly environment to create a satisfying experience for its clientele. A suggested menu is attached. It is intended that customers in the area, who have many choices for their restaurant experience, will select the value and service of Charley's "simple food prepared with care."

3.1 Support

To insure that our level of service and quality of food are meeting the needs of the customer, Charley's must not only be constantly aware of customer opinions and attentive to their desires, but also be prepared to deal with any complaints and requests that may arise.

Highly personal and helpful customer service is naturally a paramount concern. Cleanliness, quality, and appealing taste of our food are of equal importance. Any customer complaint or reorder will be handled with a courteous apology and immediate and free correction. Even if some small sum is lost in the process, securing the customers trust and respect so that he will come back is far more important.

Facilities maintenance will be done with care and deference to customer convenience. After business hours, every part of the facility will be cleaned. Tables are disinfected, chairs wiped, tile floors swept and mopped, windows wiped, kitchen scrubbed and disinfected, furniture brushed.

We encourage our guests to report any problems or complaints with food, facility, cleanliness, or the washrooms. All such matters are handled immediately.

All bartenders and wait staff serving beverage customers will be instructed to properly card individuals to assurance compliance with the legal age limit.

4.0 Marketing Strategy

Our target demographic includes local residents of Madison, tourists second, south central Wisconsin at large third, and finally small to mid sized companies and organizations. We estimate our prospective customer base to total nearly 90,000 individuals. We plan to promote the Charley's experience through a choice of local newspapers, magazines, websites, posters, special offers, and most importantly by word of mouth from satisfied customers.

CHARLEYS SUGGESTED MNU

Starts

Jalapeno Cornbread, pepper jelly 3.65

Tomato Basil Bisque 3.25 Chicken Egg Noodle soup 3.45

Myrtles Real Good Chilli 3.45

Clam Chowder, Yukon gold potatoes, real cream, bacon – 4.65 cup / 7.25 bowl

Cup any soup and small salad 5.95

Small Plates

Local flash fried Cheese Curds 6.75

Loaded Tater Tots, cheddar, apple smoked bacon, scallions, sour cream 7.95

Fried Chicken fingers, fries 8.95

The Works Loaded mashed potatoes, cheddar, bacon, butter, side gravy, period. 8.65

Porcupine meat Balls and Wavy Gravy (4) 5.25

Cold Greens

The Iceberg Wedge 5.95 Chicken Salad Plate 8.95

Real Deal Deluxe dinner salad 7.25 Half size 5.25

Small diner salad, lettuce, carrots 3.55

Fried Chicken salad 9.95

Cobb Salad , Ham & Turkey, cheese 8.95

Sandwiches

Sourdough Grilled cheese, plain 4.95 add bacon 3 three bucks

Hot Brown, open faced sliced roasted turkey, homemade gray over sliced sourdough, cheddar mashed russet potatoes 7.95

Turkey Reuben, sliced u-know-what, smoked gouda, red slaw 8.95

Blockbuster, classic turkey club on toasted sourdough 10.95

The BLT, 8 slices of apple smoked bacon, iceburg, tomato, sourdough One size, Bigger 9.95

Fried Chicken Deluxe 6.95 add cheese or bacon ...one buck each Chicken Salad Sandwich 7.95

The real deal diner BURGER , choose regular 5 ounce or deluxe 10 ounce Regular 5.45 Bigger 7.65

Included (cheddar, swiss, or bleu cheese crumbles)

Grilled onions, extra cheese...one buck

apple wood bacon, cooked mushrooms, organic egg over easy...two bucks

Big Plates

Classic Yankee Pot roast 10.95

Ground Chuck Beef , tomato, egg noodle & Cheese Casserole 8.25

Miners Pastie Pies 8.95

Turkey and Gravy Dinner 10.75

Chicken Fried Steak & Gravy Dinner 8.95

Porcupine Meat Balls Dinner(6) 9.25

Real Deal Iona's MeatLoaf 8.95

Delish- Shush Macaroni & Cheese 9.95

Chicken Pot Pie 11.25

Twin Pork Chops 10.95

Ground Beefsteak & Gravy 8.95

Smothered Chicken Parmesan 8.95

Flat Iron Steak, chimichuri 14.95

Sides

Cottage cheese 1.45 Applesauce 1.25

Tomato juice small 1.35 Bigger 2.45

French Fries or Tater Tots 1.95 Bigger Fries or Tots 4.25 Chili Cheese Fries or Tots Regular size only 4.75

Seasonal Fresh cut fruit cup 2.95 Bowl 4.25

Sliced Sourdough bread & whipped butter 1.95 (toasted no charge)

Cole Slaw 1.55

Proposed Eventual Breakfast Menu

All Egg entrees served with toasted English muffins or Sourdough AND Cottage fried potatoes cooked in real butter

*Omelet - Organic eggs (2)choose 2 ingredients; Ham, Bacon, onion, tomato, swiss , green peppers,smoked gouda or cheddar/ extra item .75
7.95 Make yours a 3 egg omelet....we're cracking anyway! 8.95*

Pork Chop and 2 Eggs...7.95

Ground beefsteak (regular), gravy and 2 eggs 6.95 Bigger Beefsteak 9.35

Steak & Eggs , Flat Iron, Organic eggs(2) with the fixin's 15.25

Deluxe Sourdough Sammich- Organic eggs scrambled, apple wood bacon, melted smoked gouda, Gravy on top. 8.95

Two eggs Any style with Apple wood Bacon (2) or sliced ham....5.95

The real deal Meat& Gravy & Muffins-Homemade crumbled zesty meatballs with country gravy over muffins, potatoes, no toast 5.45

Organic eggs, ham & cheese scramble-add any omelet ingredient for .75 more

Breakfast sides

Sliced Ham or 3 strips Bacon 3.25 Sour Dough Toast (2) 2.25 Toasted English Muffins 2.45

One Organic Egg 1.45 Side Gravy 1.45 Jalapeno CornBread with pepper Jelly 3.65

Cottage Potatoes 2.95

Covered, american cheese slices 1.35 Chunked, Ham pieces 1.75 Topped, Homemade Chili 1.95

Google maps

Notes 21502 Charleys

