



# City of Madison Liquor/Beer License Application

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

## Section A – Applicant

- This application is for the license period ending June 30, 20 13.
- List the name of your  Sole Proprietor,  Partnership,  Corporation/Nonprofit Organization or  Limited Liability Company exactly as it appears on your State Seller's Permit.  
Next Door Brewing, LLC
- Trade Name (doing business as) Next Door Brewing Company
- Address to be licensed 2439 Atwood Avenue, Madison, WI 53704
- Mailing address 2439 Atwood Avenue, Madison, WI 53704
- Anticipated opening date June 1, 2013
- State Seller's Permit 456-1027905531-02
- Federal Employer Identification Number 46-1894162
- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 2?  
 No  Yes (explain) \_\_\_\_\_
- Does another alcohol beverage licensee or wholesale permittee have interest in this business?  
 No  Yes (explain) \_\_\_\_\_

## Section B—Premises

- Describe in words the building or buildings where alcohol beverages are to be sold and stored. Include all rooms including living quarters, if used, and any outdoor seating used for the sales, service, and/or storage of alcohol beverages and records. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.  
See attached  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- Attach a floor plan, no larger than 8 ½ by 14, showing the space described below.
- Applicants for on-premises consumption: list estimated capacity 130, including 30 outside

#29592

**11) Description of Premises:**

Next Door Brewing Company (NDBC) will be located at 2439 Atwood Avenue, Madison, WI 53704. The restaurant, bar, brewery, kitchen, storage and office will all be on the first floor. There is one public entrance from the sidewalk. There are additional staff entrances at the rear and west side of the building and emergency exits on the east and west side of the building. The exit on the west side of the building will also be used for outdoor dining access. The public areas are divided between restaurant seating on the east side of the building and bar and bar seating on the west side of the building. The sides are open to one another. Additionally, there is a public area along the sidewalk, outside of the building to the west of the building during warmer weather. Approximate measurements are on the attached drawing of the premises.

All alcoholic beverages will be dispensed from the bar on the west side of the building – both for bar service, table service and outdoor service. Alcohol will be produced and stored, prior to packaging and tax determination, in the locked brewery at the front of the west side. After packaging, beer will be moved to the locked beer cooler at the rear of the bar area. Liquor, wine and beer from other breweries will be stored in locked cabinets behind the bar, in a locked cage in the storage area at the rear of the east side of the building and/or in the locked beer cooler, described above.

14. Describe existing parking and how parking lot is to be monitored.  
 There 18 parking spaces, off-street, for the property. 5 spaces are reserved for the apartments upstairs from the restaurant. ~~The remaining spots are well lit and will be patrolled as part of the responsibility of the manager, bartenders and security personnel.~~

15. Was this premises licensed for the sale of liquor or beer during the past license year?  
 No  Yes, license issued to \_\_\_\_\_ (name of licensee)

16.  Attach copy of lease.

**Section C—Corporate Information**

This section applies to corporations, nonprofit organizations, and Limited Liability Companies only. Sole proprietorships and partnerships, skip to Section D.

17. Name of liquor license agent Keith A. Symonds

18. City and state in which agent resides Madison, Wisconsin

19.  Appointment of agent form and background check form are attached.

20. Has the liquor license agent completed the responsible beverage server training course?  
 No, but will complete prior to ALRC meeting  Yes, date completed \_\_\_\_\_

21. State and date of registration of corporation, nonprofit organization, or LLC.  
Wisconsin, January 17, 2013

22. In the table below list the directors of your corporation or the members of your LLC.  
 Attach background check forms for each director/member.

Title	Name	City and State of Residence
Member	Aric Dieter	Edgerton, WI
Member	Crystal Dieter	Edgerton, WI
Member	Keith Symonds	Madison, WI
Member	Peter Stebbins, Jr.	Madison, WI

23. Registered agent for your corporation or LLC. This is your agent for service of process, notice or demand required or permitted by law to be served on the corporation. This is not necessarily the same as your liquor agent.

Aric Dieter

24. Is applicant a subsidiary of any other corporation or LLC?  
 No  Yes (explain) \_\_\_\_\_

25. Does the corporation, any officer, any director, any stockholder, liquor agent, LLC, any member, or any manager hold any interest in any other alcohol beverage license or permit in Wisconsin?  
 No  Yes (explain) \_\_\_\_\_

### Section D—Business Plan

26. What type of establishment is contemplated?  
 Tavern  Nightclub  Restaurant  Liquor Store  Grocery Store  
 Convenience Store without gas pumps  Convenience Store with gas pumps  
 Other BREW PUB
27. Business description NDBC is a brewpub – a restaurant with a nano-brewery (3 barrels) to produce beer on premises. Capacity is expected to be approximately 100 people inside, with additional space for ~30 in the outdoor dining area (during warmer months.) NDBC will have a casual, full-service restaurant serving food during all hours of operation. Approximately 70-80% of the capacity will be for table service. The menu will feature appetizers, many of which are appropriate for sharing, as well as sandwiches, salads and simple entrée dishes
28. Hours of operation Weekdays 11am to 11pm; Weekends 11am to 12am.
29. Describe your management experience Keith Symonds, Head Brewer, has managed breweries with staffs of 6-8; Pepper Stebbins, Front of House, has managed inns, bars and restaurants with staffs up to 20; Aric Dieter, Managing Partner, manages 4 feed production plants with a total staff of 70; Crystal Dieter, Managing Partner, manages three Oral Surgery centers with a total staff of 20.
30. List names of managers below, along with city and state of residence.  
Keith Symonds, Head Brewer, Madison, WI      Peter "Pepper" Stebbins, Manager, Madison, WI  
Aric Dieter, Gen'l Mgr, Edgerton, WI      Crystal Dieter, Gen'l Mgr, Edgerton, WI
31. Describe staffing levels and staff duties at the proposed establishment Kitchen – 6-8 personnel, prepare food, manage food inventory, recipe planning. Front of the House – 15-20 personnel (bartenders, wait-staff, hosts) take food and drink orders, deliver food and drink, clear tables, manage seating. Brewery – 1-2 personnel, all aspects of producing beer from raw materials to finished product, as well as line cleaning and staff training.
32. Describe your employee training all personnel will be trained by the management team listed above. Training will include service expectations (including how to deal with problematic patrons), money handling and reporting, kitchen expectations – including sanitation and safety and other topics specific to function.
33. Utilizing your market research, describe your target market.  
our market research shows that our design will attract clientele primarily from the local community. We expect them to be aged 25 and up, many with families. The food will be sourced from local purveyors (wherever possible) and priced slightly up-scale; this, along with in-house produced craft beer, high quality wine and spirits will appeal primarily to middle-income customers.

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

We will advertise in local newspapers, craft beer papers and internet sites and state and local ~~tourism fliers.~~

35. Are you operating under a lease or franchise agreement?  No  Yes

36. 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?  
 No  Yes

### Section E—Consumption on Premises

This section applies to Class B and Class C applicants only. Class A license applicants (consumption off premises) may skip to Section F.

37. Do you plan to have live entertainment?  No  Yes—what kind? \_\_\_\_\_  
Yes, occasional acoustic music, lectures, debates and art installations.

38. What age range do you hope to attract to your establishment? 25+

39. What type of food will you be serving, if any? Casual, full-service for Brunch, Lunch, Dinner and late-  
 Breakfast  Brunch  Lunch  Dinner

40. Submit a sample menu if applicable. What will be included on your operational menu?  
 Appetizers  Salads  Soups  Sandwiches  Entrees  Desserts  
 Pizza  Full Dinners

41. During what hours of operation do you plan to serve food? kitchen open all hours of operation

42. What hours, if any, will food service not be available? N/A

43. Indicate any other product/service offered. "growlers" of in-house beer to go (subject to state and local hours and regulations; t-shirts, glassware and souvenirs; and, keg sales (subject to state regulations.)

44. Will your establishment have a kitchen manager?  No  Yes

45. Will you have a kitchen support staff?  No  Yes

46. How many wait staff do you anticipate will be employed at your establishment? 15-20

During what hours do you anticipate they will be on duty? All

47. Do you plan to have hosts or hostesses seating customers?  No  Yes

48. Do your plans call for a full-service bar?  No  Yes

If yes, how many barstools do you anticipate having at your bar? 12

How many bartenders do you anticipate having work at one time on a busy night? 2-3

49. Will there be a kitchen facility separate from the bar?  No  Yes

50. Will there be a separate and specific area for eating only?  
 No  Yes, capacity of that area ~ 70 seats
51. What type of cooking equipment will you have?  
 Stove  Oven  Fryers  Grill  Microwave
52. Will you have a walk-in cooler and/or freezer dedicated solely to the storage of food products?  
 No  Yes
53. What percentage of payroll do you anticipate devoting to food operation salaries? 50-60%
54. If your business plan includes an advertising budget:  
 What percentage of your advertising budget do you anticipate will be related to food? n/a  
 What percentage of your advertising budget do you anticipate will be drink related? n/a
55. Are you currently, or do you plan to become, a member of the Madison—Dane County Tavern League or the Tavern League of Wisconsin?  No  Yes
56. Are you currently, or do you plan to become, a member of the Wisconsin Restaurant Association or the National Restaurant Association?  No  Yes
57. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. New establishments estimate percentages:  
40 % Alcohol      55 % Food      5 % Other
58. Do you have written records to document the percentages shown?  No  Yes  
 You may be required to submit documentation verifying the percentages you've indicated.

### Section F—Required Contacts and Filings

59. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted.  No  Yes
60. I understand that I am required to host an information session at least one week before the ALRC meeting.  No  Yes
61. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session.  No  Yes
62. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting.  No  Yes
63. I agree to contact the Alcohol Policy Coordinator prior to the ALRC meeting.  No  Yes
64. I agree to contact the neighborhood association representative prior to the ALRC meeting.  
 No  Yes
65. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864]  No  Yes
66. I 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]  No  Yes
67. Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor?  
 No  Yes

**Section G—Contact Information for Clerk’s Office**

68. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?

Contact person Keith A. Symonds

E-mail address keith@beerprof.com

Phone 608-220-0735

Preferred language for correspondence English

**Read carefully before signing in front of a notary:** 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 the business according to law, and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. Lack of access to any portion of licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

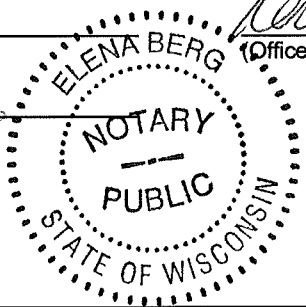
Subscribed and Sworn to before me:

this 14 day of March, 2013

Elena Berg  
(Clerk/Notary Public)

Keith A. Symonds, Member  
(Officer of Corporation/Member of LLC/Partner/Sole Proprietor)

My commission expires 10-31-16

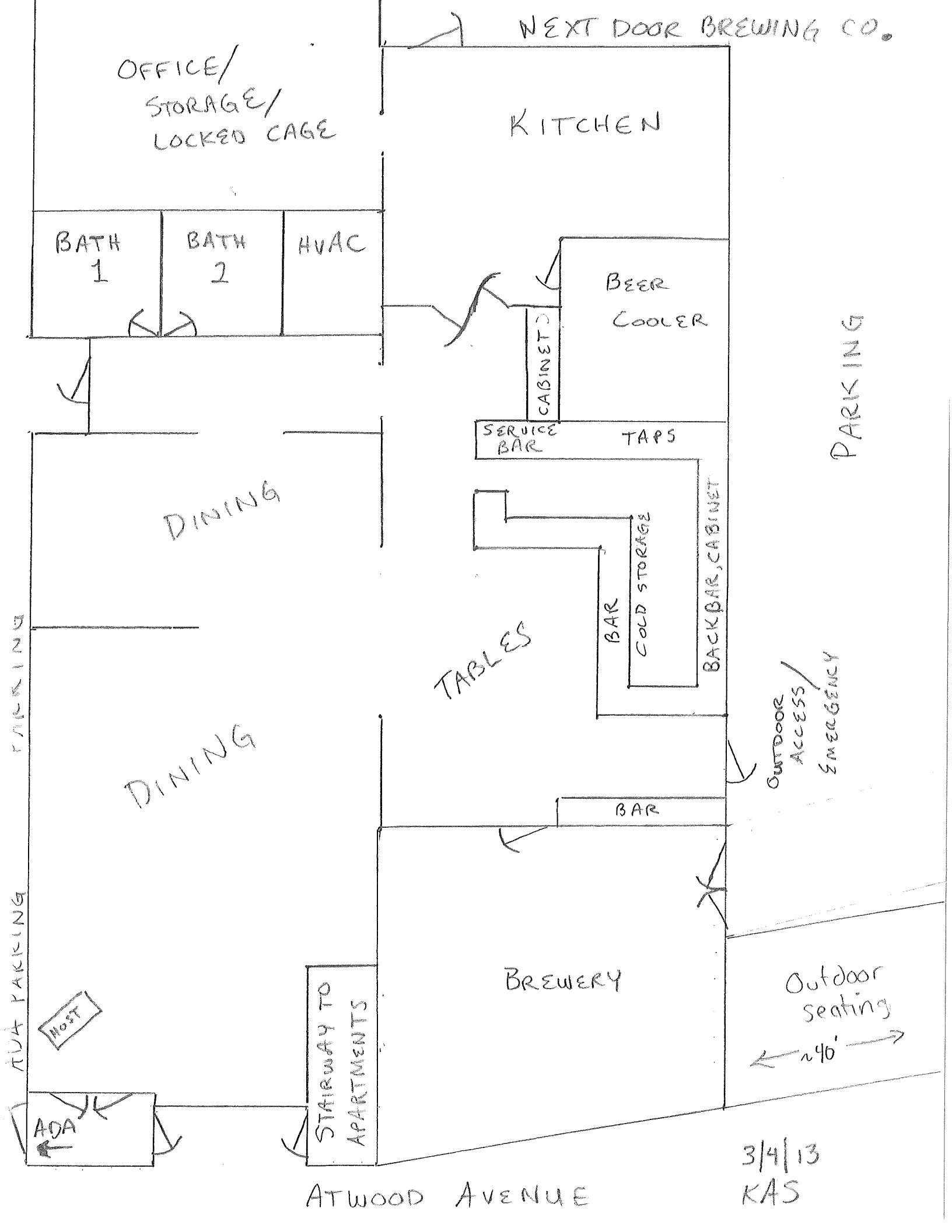


Clerk’s Office checklist for complete applications		
<input type="checkbox"/> Orange sign <input checked="" type="checkbox"/> WI Seller’s Permit Certificate (matching articles of incorporation) <input checked="" type="checkbox"/> FEIN <input checked="" type="checkbox"/> Notarized application <input checked="" type="checkbox"/> Written description of premises	<input checked="" type="checkbox"/> Background investigation form(s) <input type="checkbox"/> Form for surrender of previous license <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 type="checkbox"/> Sample Menu

Date complete application filed with Clerk’s Office 3-14-13

Date of ALRC meeting 4-24-13 Date license granted by Common Council 5-7-13

Date provisional issued \_\_\_\_\_ Date license issued \_\_\_\_\_ License number LICLIB-2013-00172



NEXT DOOR BREWING CO.

OFFICE/  
STORAGE/  
LOCKED CAGE

KITCHEN

BATH  
1

BATH  
2

HVAC

BEER  
COOLER

CABINET

SERVICE  
BAR

TAPS

DINING

TABLES

BAR  
COLD STORAGE

BACK BAR, CABINET

DINING

BAR

OUTDOOR  
ACCESS/  
EMERGENCY

BREWERY

Outdoor  
seating

← ≈40' →

STAIRWAY TO  
APARTMENTS

MOST

ADA

ATWOOD AVENUE

3/4/13  
KAS

PARKING

ADA PARKING

ADA PARKING