



# 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

1. This application is for the license period ending June 30, 20\_\_\_\_.
2. 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.  
LA TAGUARA, LLC
3. Trade Name (doing business as) LA TAGUARA
4. Address to be licensed 3502 E. Washington Ave. Madison WI 53704
5. Mailing address Same
6. Anticipated opening date June 1st, 2013
7. State Seller's Permit 4 5 6 - 1 0 2 3 4 2 9 4 4 7 - 0 3
8. Federal Employer Identification Number 46-1149586
9. Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 2?  
☒ No ☐ Yes (explain) \_\_\_\_\_
10. Does another alcohol beverage licensee or wholesale permittee have interest in this business?  
☒ No ☐ Yes (explain) \_\_\_\_\_

## Section B—Premises

11. 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.  
It will be store in upright cooler. Behind counter and  
give it to customer by cashier after paying d verifying  
Age. Restaurant is 1800 sq ft and beer will be located  
behind the counter see attached layout page.
12. ☐ Attach a floor plan, no larger than 8 ½ by 14, showing the space described below.
13. Applicants for on-premises consumption: list estimated capacity 40 ppl

14. Describe existing parking and how parking lot is to be monitored.

Parking for about 10 cars. w/ security camera

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 Jeykell Badell

18. City and state in which agent resides Sun Prairie, WI

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 02/12/2013

21. State and date of registration of corporation, nonprofit organization, or LLC.

WISCONSIN - 7/27/2012

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
Owner	Jeykell Badell	<del>WI</del> Sun Prairie, 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.

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 \_\_\_\_\_

27. Business description Venezuelan & Latin American restaurant. operating with counter service.

28. Hours of operation M-R: 11AM - 10pm F-S: 9AM - 10pm Sunday: 9AM - 8pm

29. Describe your management experience Over 10 years in restaurant and catering. Mainly worked in casual dining. GM of UNOS Downtown & UNOS West Side.

30. List names of managers below, along with city and state of residence.

GINA LEMBERGER

Madison, WI

Blake FASER

Watertown, WI

31. Describe staffing levels and staff duties at the proposed establishment 1 Cook, 1 Prep. and depending of the day 2 cashiers.

32. Describe your employee training Training will be performed a week before opening and after opened on daily basis. I usually call it a "Pre-meal" that may take from 10-15 minutes.

33. Utilizing your market research, describe your target market.

Mainly the Hispanic market but also the American market

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

I will be using a web page in combination of  
facebook. I will be advertising food products. Mainly  
Venezuelan dishes

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? \_\_\_\_\_

38. What age range do you hope to attract to your establishment? 25 - 40

39. What type of food will you be serving, if any? \_\_\_\_\_  
☒ 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? When open

42. What hours, if any, will food service not be available? None

43. Indicate any other product/service offered. \_\_\_\_\_

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? 4

During what hours do you anticipate they will be on duty? from 9am til 11pm

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? \_\_\_\_\_  
How many bartenders do you anticipate having work at one time on a busy night? \_\_\_\_\_

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 \_\_\_\_\_
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? \_\_\_\_\_
54. If your business plan includes an advertising budget:  
What percentage of your advertising budget do you anticipate will be related to food? \_\_\_\_\_  
What percentage of your advertising budget do you anticipate will be drink related? \_\_\_\_\_
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:  
\_\_\_\_\_ % Alcohol      95 % Food      \_\_\_\_\_ % 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 Jaykell Badell

E-mail address Jaykellbadell@yahoo.com

Phone (608) 852-4511

Preferred language for correspondence Spanish

**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.

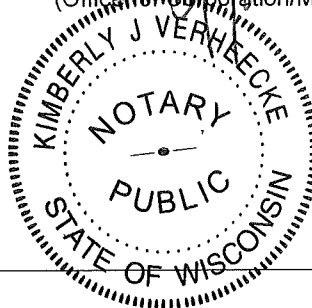
Subscribed and Sworn to before me:

this 22 day of May, 2013

Kimberly J. Verbeeke  
(Clerk/Notary Public)

My commission expires 2/28/16

[Signature]  
(Officer of Corporation/Member of LLC/Partner/Sole Proprietor)



### Clerk's Office checklist for complete applications

- ☐ Orange sign
- ☒ WI Seller's Permit Certificate  
(matching articles of incorporation)
- ☐ FEIN
- ☒ Notarized application
- ☒ Written description of premises

- ☒ Background investigation form(s)
- ☐ Form for surrender of previous license
- ☒ \*Articles of Incorporation
- ☒ \*Notarized Appointment of Agent
- \* Corporation/LLC only

- ☒ Floor Plans
- ☒ Lease
- ☒ Sample Menu

Date complete application filed with Clerk's Office \_\_\_\_\_

Date of ALRC meeting \_\_\_\_\_ Date license granted by Common Council \_\_\_\_\_

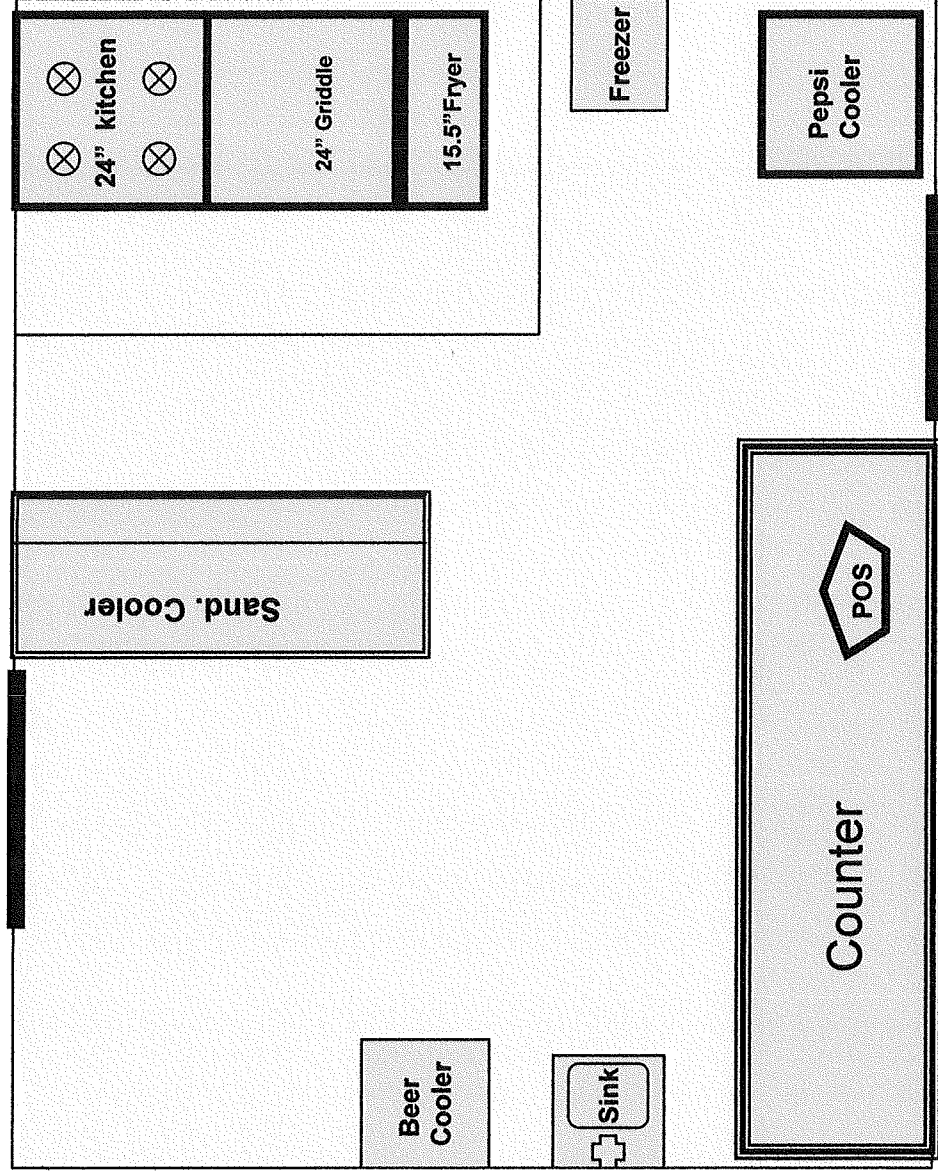
Date provisional issued \_\_\_\_\_ Date license issued \_\_\_\_\_ License number \_\_\_\_\_

KLCLB-2013-00380

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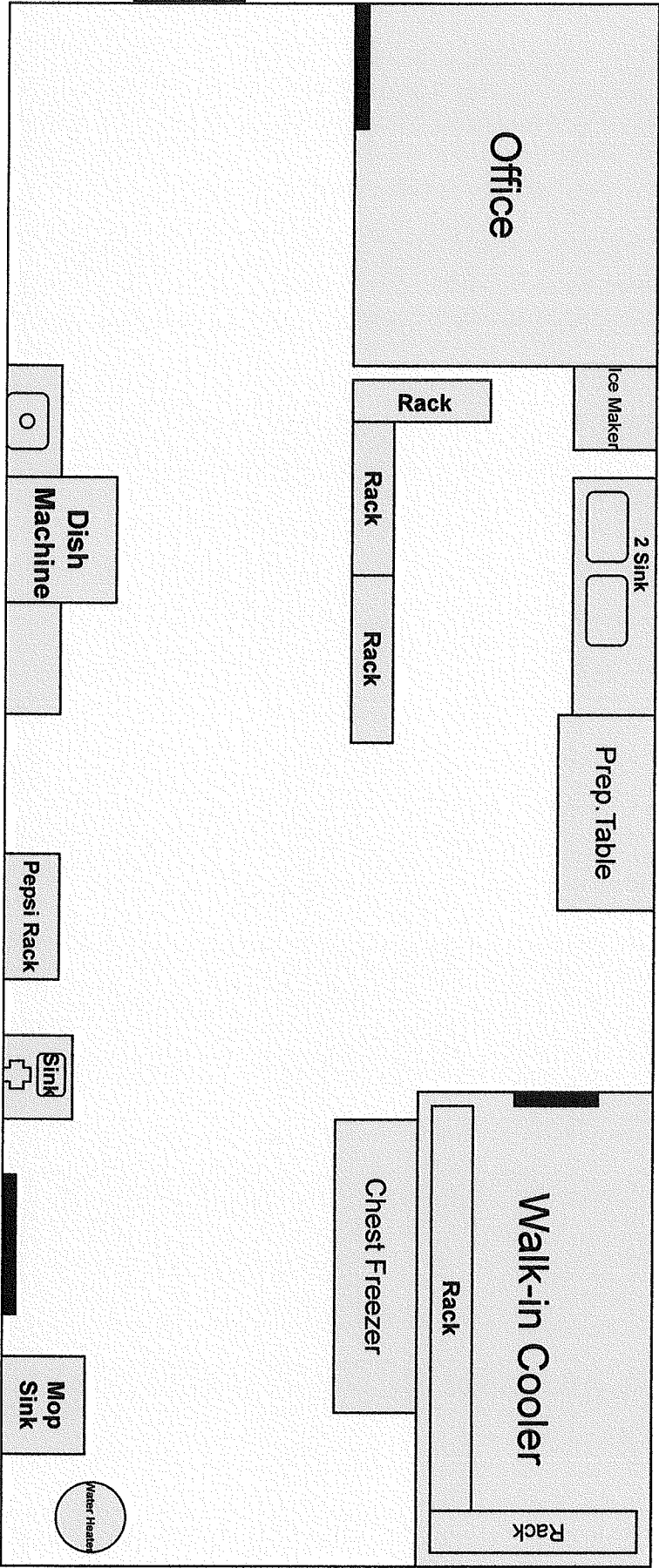
# Kitchen







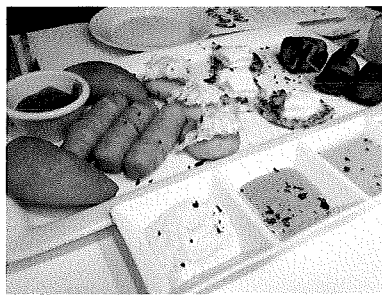
# Prep/Dish





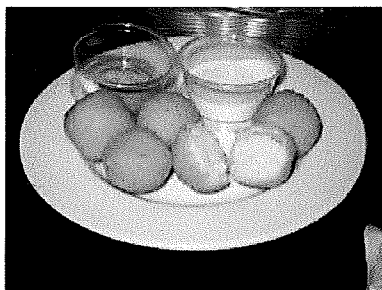


### **Appetizers**



#### **Venezuelan Sampler**

*(Arepitas, tequenos, yucca y tostones served with nata, guasacaca )*



#### **Crispy masa balls**

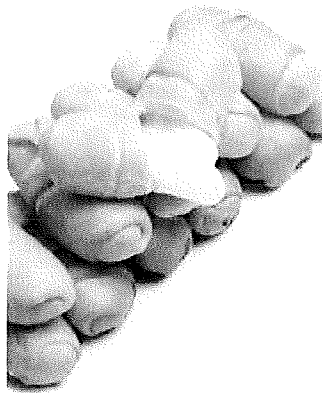
Tiny fried arepas served with nata and guasacaca sauce (Vegetarian)



#### **Tajadas con queso**

Deep fried sweet plantains served with artisan handcrafted Venezuelan cheese  
(Vegetarian)





### **Tequenos**

*(Venezuelan version of cheese stick)*

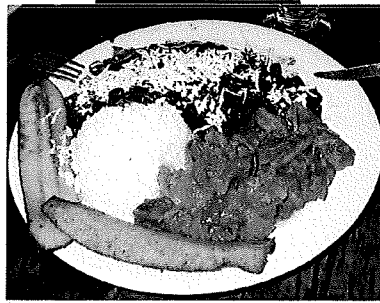
6 cheese sticks Served with Venezuelan tartara sauce (Vegetarian)



### **Yuca Fries. 7"**

Deep fried yucca served served with guasacaca sauce (Vegetarian/Gluten Free)

### **Main Dishes.**



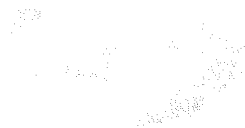
### **PABELLON**

*(Venezuelan National Dish)*

Seasoned Black bean, Adobo Shredded Beef, rice and deep fried sweet plantains top with cheese.



1



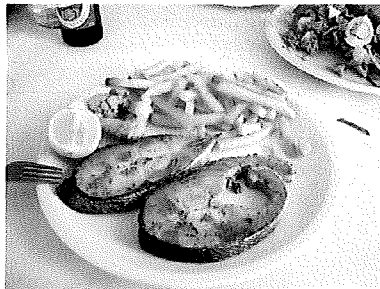
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### **COSTILLAS EN SALSA**

Slow cooked Short ribs stew served with rice and tajadas.



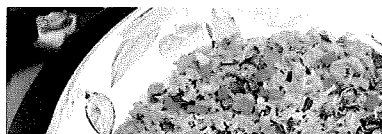
### **PESCADO FRITO**

Deep fried red Snapper/Grouper steak Served with salad and tostones.



### **CAMARONES AL AJILLO**

Garlic Shrimp served with rice, salad and tostones.



### **MOJITO EN COCO**

Tilapia filets cook in coco sauce served with rice, salad and tostones.

10

11

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17





### **BISTEC ENCEBOLLADO**

Thin slices of steak with onions in an adobo sauce served with rice, black beans and salad.



### **Arepas**

*(Corn-flour buns filled with one topping) Gluten-free*

Fillings: Cheese, Ham, shredded chicken, shredded beef, pernil (roast Pork), ground beef, black bean, tomato salad.



### **Tostones**

*(Deep fried green Plantains top with one filling, lettuce, cheese and Guasacaca sauce)*

Toppings: Cheese, Ham, shredded chicken, shredded beef, pernil (roast Pork), ground beef, black bean, tomato salad.

100

100

100

100

100



### **Ceviche**

Shrimp marinated in lemon lime juice, tossed with fresh tomatoes, avocados, onions and cilantro served with tostones chips.



### **Bollo Pelon**

Corn dough filled with ground beef in a tomato sauce

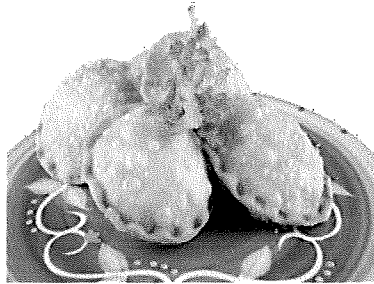


### **Empanadas**

*(Stuffed and crispy corn turnover) Gluten-free*

Fillings: Cheese, ground beef, shredded chicken.





### **Pastelitos**

*(stuffed and crispy wheat turnover)*

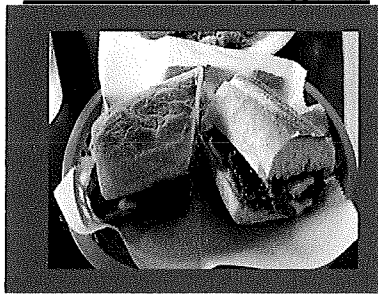
**Fillings:** Cheese, ground beef, shredded chicken.



### **Cachapas con Queso**

*(Sweet corn pancakes with artesan handcrafted Venezuelan cheese)  
add COCHINO FRITO \$2.99*

### **Sandwiches / Burgers:**



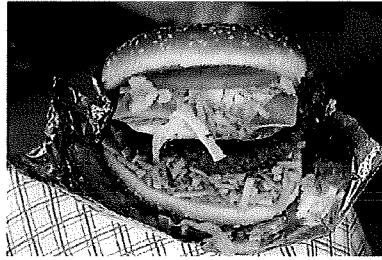
### **Pepito de Carne / Venezuelan Steak and cheese Sandwich**

*Adobo steak with onions, peppers and guasacaca on a fresh baked pepito bread served with a side of yuca frita.*

**Pepito de Pollo**

**Pepito Mixto**





### **La Taguara Burger**

An American tradition with a Venezuelan twist, ½ lb of ground beef well seasoned topped with a fried egg, ham, bacon, cheese, string fries, pink sauce, guasacaca, lettuce, tomato, onions, bread served with yucca fries.



### **Perritos**

An American tradition with a Venezuelan twist, topped with diced cabbage lettuce, diced onions, potato string, Mayo, ketchup, mustard and guasacaca







### **Tacos**

3 corn tortillas filled with your choice of: chicken, shredded beef, pernil (roast Pork), ground beef top with lettuce, sour cream and onios.

### **Build your own wrap**

*(Whole wheat wrap with 3 toppings served with yucca fries))*

Fillings: Cheese, Ham, shredded chicken, shredded beef, pernil (roast Pork), ground beef, black bean, tomato salad.

### **Lunch Special.**

*(From 11am to 3:00pm)*

### **2 Arepas**

*(Corn-flour buns filled with one topping) Gluten-free*

Fillings: Cheese, Ham, shredded chicken, shredded beef, pernil (roast Pork), ground beef, black bean, tomato salad.

### **2 empanadas/pastelitos Lunch**

*(Stuffed and crispy corn or wheat turnover)*

Fillings: Cheese, ground beef, shredded chicken.

### **Sopa o Ensalada mas Seco/Soup or Salad**

Soup of the day or Garden salad, side of rice, black bean plus side of meat (shredded chicken, shredded beef, pernil (roast Pork), ground beef).

Add Salad or soup \$1.99

### **Sopa o Ensalada y ½ Sandwich/Soup or Salad and ½ sandwich**

½ cuban pork sandwich, soup of the day.

### **Sopa y Ensalada/Soup and Salad**

Soup of the day and a house salad.





**Desserts:**

**Quesillo**

(Caramel vanilla egg custard)

**Arroz con Coco**

(Rice Pudding with coconut)

**Tequenos de dulce de Leche**

*(Venezuelan version of cheese stick filled with Dulce de Leche )*

**Tequenos de Guayaba y queso**

*(Venezuelan version of cheese stick filled with cheese and Guava)*

**Beverage:**

**Papelon con limon**

(Sugar cane with lime juice)

**Jugo de Parchita**

(Passionfruit juice)

**Jugo de Tamarindo**

(Tamarind juice)

**Pepsi Products.**

