



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

- If needed, a qualified interpreter can be provided at no charge to you. Would you like an interpreter?
☐ Yes (language: _____)
☒ No (If you answer no and you do require an interpreter, the ALRC will refer your application to a subsequent meeting and this may delay your application process)

Si usted requiere o necesita un/a intérprete, nosotros podemos proveer un/a intérprete sin costo alguno. ¿Le gustaría tener un/a intérprete?

☐ Sí, lenguaje _____
☐ No. Si usted escoge "no" en la solicitud/aplicación, y usted sí requiere un/a intérprete, el comité remitirá su solicitud para una nueva junta y esto puede atrasar el proceso de su solicitud.
- This application is for the license period ending June 30, 20 15.
- 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.
Salvatore's Tomato Pies LLC
- Trade Name (doing business as) Salvatore's tomato pies
- Address to be licensed 912 E. Johnson St. Madison, 53703
- Mailing address Same
- Anticipated opening date 11/01/14
- Is the applicant an employee or agent of, or acting on 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.
Restaurant focusing on farm to table pizza, small plates & Tacos.
Beer & Wine only, served @ beverage station behind counter.
Wine & beer will be ~~served~~ stored in basement. Wine/beer will be
served to outdoor seating area as well. 6 draft lines. 1,600 sq Ft.

11. ☐ Attach a floor plan, no larger than 8 ½ by 14, showing the space described above.

12. Applicants for on-premises consumption: list estimated capacity 30 - 35

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

Street parking. No parking lot.

14. Was this premises licensed for the sale of liquor or beer during the past license year?

☐ No ☒ Yes, license issued to Joseph Cerniglia - (name of licensee)
Madtown Pizza

15. ☐ 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.

16. Name of liquor license agent Patrick Delula

17. City, state in which agent resides Wisconsin

18. How long has the agent continuously resided in the State of Wisconsin? 17 years.

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 11/12

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

Wisconsin. 8/9/2011

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
<u>President</u>	<u>Patrick Delula</u>	<u>Madison WI</u>
<u>Nicholas Delula</u>		
<u>Vice President</u>	<u>Nicholas Delula</u>	<u>Madison, WI</u>

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.

Patrick M. Delula

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) Salvatore's Tomato Pies, 503 W. Main St, Sun Prairie, WI 53590.

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 Farm to Table craft pizza restaurant,
Dine in, takeout & Delivery.

28. Hours of operation initially 4-10 weekdays, 4-Midnight Friday & Sat,

29. Describe your management experience Over twenty years of professional
Management experience, in first in service industry, then technology & human
resources where I managed teams of 10 to 65 full timers. 3 years as owner
manager of Salvatore's Tomato Pies in Sun Prairie.

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

Nichole DePula - Madison WI

Kenzie Hammerly, Sun Prairie, WI

31. Describe staffing levels and staff duties at the proposed establishment Counter person,
Kitchen Manager, Sous chef, lead line cook, prep cooks, servers, dishwashers,
delivery ~~personnel~~ ^{drivers}, Telephone, host/hostess.

32. Describe your employee training Wi Beverage Server training for employees that
dispense alcohol, shadowing, mentorship, employee manual, employee
meetings, customer service training, wine/beer/food producer knowledge.

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

Target Market includes individuals, young families, professionals, and neighborhood residents interested in high quality, accessible food.

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

Social Media - via twitter, instagram, Facebook, etc. Community sponsorships, events, and limited print advertising.

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? 18 to 80+

39. What type of food will you be serving, if any? Craft Pizza, small plates, tacos, salads, etc.
☐ 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? all hours 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? 4-8

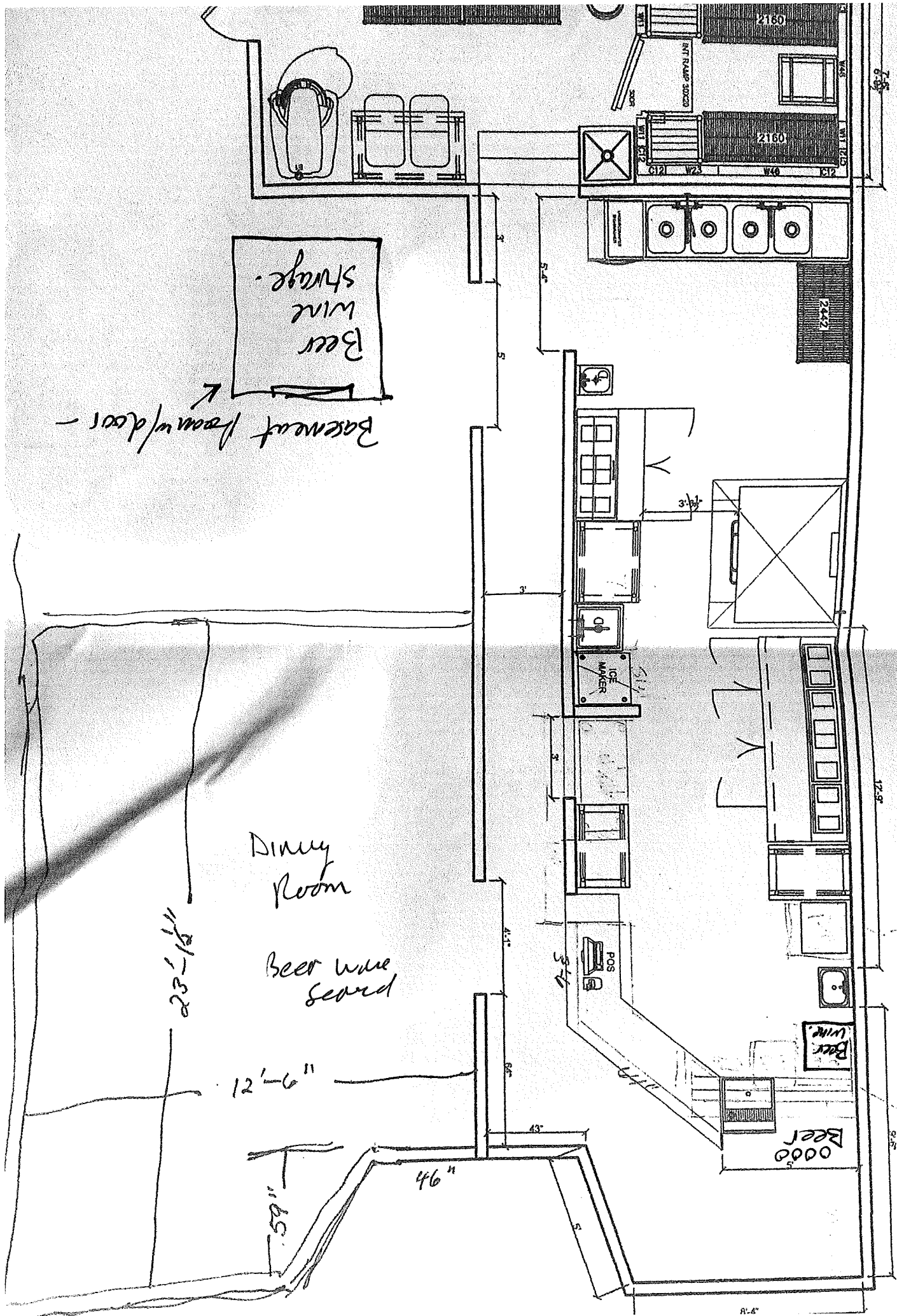
During what hours do you anticipate they will be on duty? all hours

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? None
 How many bartenders do you anticipate having work at one time on a busy night? None
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? 95%
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? 100%
 What percentage of your advertising budget do you anticipate will be drink related? 0
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:
6 % Alcohol 94 % 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





503 W. Main St., Sun Prairie (608) 318-1761 (we deliver)

Authentic Hand Crafted Tomato Pies

Antipasto

Roasted Bread- Roasted bread, romano, served with rosemary infused olive oil. 4

House Salad – Market vegetables, Vitruvian Farm mixed greens, seasonal dressing. Shareable. 8

Wisconsin Meat and Cheese Board– Selection of charcuterie from Underground Meats. Served with local artisan cheeses, seasonal roasted or pickled vegetables and crostini. 11

Burrata - Fresh house made mozzarella stuffed with feathered curd. A classic soft Italian cheese served with warm bread and roasted heirloom garlic, local tomatoes when in season. 11

Bacon and Cheese Bread- Jones Farm bacon, Farmer John's Colby caliente, smoked Gouda, Stalzy's Baguette. 7

Farmer's Market Vegetable Antipasto- Tuscan white bean puree, pickled and roasted farmer's market vegetables, house made crostini. (Vegan) 10

Garlic Bread- Heirloom garlic confit, Wisconsin sweet cream butter, Stalzy's Baguette. 5

Tomato Pies

One

The Tomato Pie — A trip to the past, when pizza wasn't fast food. It's all about the sauce. This recipe is nearly 100 years old. Made with the freshest tomatoes we can get, olive oil, locally grown wheat milled by Lonesome Stone Milling in Spring Green, Grande whole-milk mozzarella, Romano and then we bake it at high temp on a stone hearth. Finished with fresh basil (all pies 16" ish) \$14.79

Add your favorite Toppings. \$2 * Premium Toppings \$3 **Super Premium \$5

Protein	Vegetables/Fruits	Vegetables/Fruits	Cheese
*Fraboni's Italian Sausage.	Spinach	Green Onions	Farmer John's Smoked
Pepperoni	Tomatoes	*Wine Poached Figs	Gouda, Colby Caliente
*La Quercia Prosciutto	*Kalamata Olives	*Mangos	Gorgonzola
*Organic Eggs (3)	Banana Peppers	Calabrian Chili Peppers	Feta
**Underground Meats	Red Onions	Jalapenos	*Local goat cheese
Farmhouse Peperone	Green Onions	Cilantro	Queso Fresco
*Nami Moon chicken	Roasted Red Peppers	Green Olives	House made ricotta cheese
*Jones Farm Bacon	*Local Crimini Mushrooms	Green peppers	VEGAN? Sub our Italian
*Anchovies	Caramelized Onion	Roasted Heirloom Garlic	Herbed white bean puree
*Certified Angus Steak	*Fresh Basil	Black Olives	at no extra charge.
		*House Pesto	



Almost all of our pizzas can be made gluten free. We're proud to offer gluten, dairy and egg free crusts from our friends at Schroeter's Bakery in Milwaukee, WI. **GF Pizzas** are 11" for just \$14

Children's Cheese Pizza – (8-10") \$5 Add one topping for \$1. Children only please.

Specialty Pizzas

Two

Hot Cheese Injection — Chili oil, Farmer John's Colby Caliente, smoked gouda, mozzarella, romano, ricotta, garlic, scallions, calabrese chili peppers, \$23 add Jones Dry Aged bacon \$24

Three

Underground Meats Peperone and Portobello—Farmhouse Pepperoni hand-crafted from locally raised heritage breed hogs by Underground Meats, with local Portobello mushrooms and whole-milk mozzarella cheese - **Red Sauce.** \$24

Four

Terrence's Favorite— Fraboni's Italian sausage, caramelized onions, roasted red peppers, local goat cheese with whole-milk mozzarella and **red sauce.** \$21

Five

C3PO —Nami Moon braised chicken, La Quercia Prosciutto, house pesto, garlic, feta, roasted red peppers and Caramelized onion \$22.50

Six

Carbonara - Farmer John's Colby Caliente, mozzarella, Portobello mushrooms, Jones bacon, scallions, 3 organic soft cooked eggs, finished with fresh arugula or seasonal greens.

\$22.5

Seven

Fig and Bacon — Wine poached mission figs, with gorgonzola cheese, balsamic red wine reduction, and bacon. \$22.5

Eight

Fat Uncle Tony — the Tomato Pie with Jones Farm bacon, Fraboni's Italian sausage and pepperoni. **Red Sauce** \$21

Nine

Mediterranean Pie —Extra virgin olive oil, kalamata olives, feta cheese, whole milk mozzarella, roasted red peppers, spinach, and La Quercia prosciutto. \$22.5

Ten

El Valiente — Choice steak, Queso fresco, chevre, house chimichurri, mushrooms, heirloom garlic, caramelized onions, roasted red peppers, cilantro. \$22.5

Eleven

Farmer John's Smoked Gouda — Farmer John's smoked gouda, caramelized onion, mushrooms, tomatoes, sliced garlic, Jones bacon, cracked pepper. \$22.5

* Not all pies include red sauce!

Dessert

Cold Spoons Gelato, made with Sassy Cow Cream - Flavor of the Day - \$4

Ask about homemade dessert specials

Soft Drinks

Coke, Diet Coke, Sprite, Sprite Zero - \$1.25

Sprecher Rootbeer, Ginger Ale, Cream Soda, - \$2.50

Izze Sparkling Juice: Blackberry, Tangerine, Apple - \$2

Nantucket Lemonade, and Honest Tea Pomegranate \$2.75

Johnson Public House Coffee \$1.50

Sassy Cow Chocolate or Whole Milk \$1.50

NessAlla Kombucha \$4

Unsweetened Iced Tea \$2

Thank you for supporting our family owned restaurant. "Like" us on facebook at facebook.com/tomatopies or follow us on Twitter @tomatopies for specials, promotions, and a chance to win a meal on us!

Please don't hesitate to talk to us if you have any concerns, positive or negative.

We'll make it right! "Whether dining out or preparing food at home, consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness. The eggs on our pizzas are served soft cooked. Our roasted meats are served medium to medium rare."

Rev. 7/29