



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. 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.

2. This application is for the license period ending ~~June 30, 2014~~ Oct 23 6/30/15.
3. 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.
ELM Restaurant Group LLC
4. Trade Name (doing business as) Graft Restaurant
5. Address to be licensed 18 N. Carroll St Madison WI 53703
6. Mailing address 2027 Chadbourne Ave Madison WI 53726
7. Anticipated opening date March 2015
8. Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 2?
 No Yes (explain) _____
9. Does another alcohol beverage licensee or wholesale permittee have interest in this business?
 No Yes (explain) _____

Section B—Premises

10. 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.

The main floor of the restaurant will have liquor/wine/beer storage. This will be stored primarily behind the bar. We will also have a wine storage on main level. The basement will have a secured storage room with a wine cellar and additional beer/liquor storage.

The property will have outdoor seating (sidewalk cafe).

P 405 A 4

11. Attach a floor plan, no larger than 8 1/2 by 14, showing the space described above.

12. Applicants for on-premises consumption: list estimated capacity 120 + 24 sidewalk
seats

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

Street parking and city garages nearby

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

No Yes, license issued to _____ (name of licensee)

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 Lucas Henning

17. City, state in which agent resides Madison WI

18. How long has the agent continuously resided in the State of Wisconsin? 2 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 10/21/2014

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

Nov 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 | Lucas Henning | Madison WI |
| member | Erin Bemis | 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.

Lucas Henning

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 We are a contemporary American cuisine restaurant focusing on small plates. The restaurant will have a heavy wine focus to work with the small plates.
28. Hours of operation Tuesday - Sunday 4pm - 10pm
29. Describe your management experience 15+ years of fine dining service and management. Worked on 4 restaurant openings primarily as Assistant General Manager and Beverage Director.
30. List names of managers below, along with city and state of residence.
Lucas Henning - Madison WI _____
Phillip Rodriguez - Madison WI _____
31. Describe staffing levels and staff duties at the proposed establishment We plan to have a staff of 30-35 employees with the majority being front of house staff. The restaurant will average 4-5 server 1 bartender 4-5 cooks on a given shift
32. Describe your employee training We are looking to do an extensive 2 plus week training for staff including service, extensive wine classes, food. We will conduct most of the training in house but will use some outside industry professionals as well.

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

Young professionals late 20's to early 40's with higher than average salaries.

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

low level advertisement and promotion to start. Our food will be what we feature; however our wine by the glass program will be substantial

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? 26-45

39. What type of food will you be serving, if any? Contemporary American
 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? 4pm - 10pm

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

43. Indicate any other product/service offered. Wine, beer, spirits

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

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

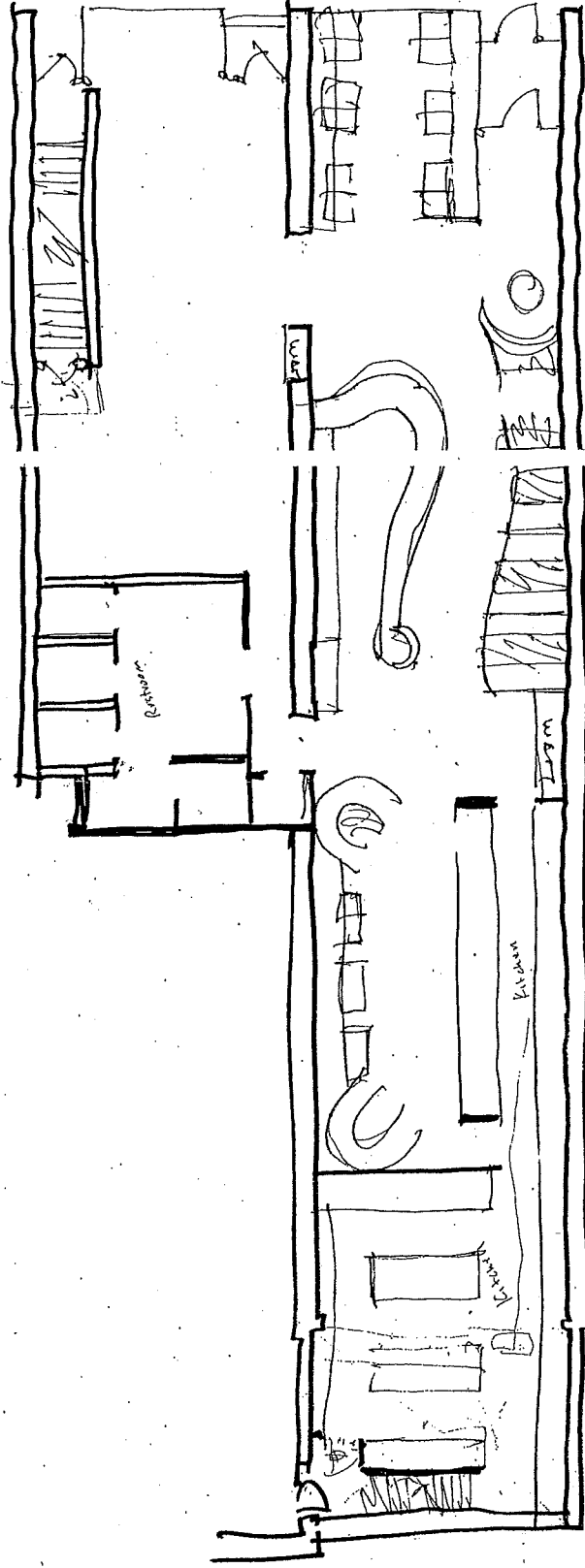
46. How many wait staff do you anticipate will be employed at your establishment? approximately 20
During what hours do you anticipate they will be on duty? 3pm - 11pm

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? 12
 How many bartenders do you anticipate having work at one time on a busy night? 1
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? 60
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? 90
 What percentage of your advertising budget do you anticipate will be drink related? 10
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:
36 % Alcohol 64 % Food 0 % 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



PROJECT RESTAURANT
17
28 N. CARROLL ST.

DATE 16 SEPT 2011
SCALE AS SHOWN
PROJECT KUPA
DRAWN BY JH
DRAWING NUMBER

A-1.1

FIRST FLOOR PLAN
1/8" = 1'-0"

graft

MENU

ARTISAN MEATS & CHEESE

Choice of three meats two cheese, house pickles, beer mustard, candied almonds

SMALL PLATES

CRISPY GOAT CHEESE, candied red onion, black pepper, honey comb

SCALLION POTATO CAKES, coffee butter, parsley, caper berries

FRIED ARTICHOKEs, mint pistou, preserve lemon, pine nut puree

GLAZED VEAL BREAST, potato, garbanzo beans, tarragon

BAKED SHRIMP, pickled fennel, tomato stew, charred feta

DEVILED EGGS WITH TOAST, capers, celery, beer mustard

GRILLED RAPINI, raisins, hazel nuts, balsamic, raclette bread crumbs

COUNTRY STYLE PORK TERRINE, smoked pistachios, figs, apricot mustard

SPICY LAMB MEATBALLS, piquin chili, cilantro yogurt, cumin seed crackers

ROASTED BEETS, crispy beets, chives, vanilla, chestnuts

SALADS

HOUSE MIXED GREENS, radish, parsley, citrus vinaigrette

CREAMY CAESAR, grilled little gem, dried tomatoes, white anchovy, parmesan chips

NICOISE SALAD, spinach, haircoverts, olives, as de mar tuna, soft egg

LARGE PLATES

GRILLED SKIRT STEAK, pearl onions, potato, carrot pave, salsa verde

MUSHROOM GNOCCHI, seasonal mushroom, reggiano, black garlic, thyme crumble

BOUILLABAISSE, cippolinis, potatoes, cherry tomatoes, saffron, grilled bread croutons

DESSERTS

PROFTEROLES, dulce de leche, coffee cream, caramel pecan ice cream

LEMON POT DE CREME, raspberries, blackberries, violet

CHOCOLATE CAKE, balsamic pate au fruit, hazlenuts, tonka bean ice cream

S'MORE, milk chocolate ganache, graham crackers, smoked marshmallow

Competition

Madison has become one of the best restaurant cities in the Midwest. Farm to table style meals have become the norm in this wonderfully eclectic city. There are nearly 100 dining and drinking establishments in the downtown Madison area. None of these restaurants feature a wine focused theme.

Primary Competition-restaurants featuring wine list along with full bar

- Heritage Tavern
- Graze
- Harvest Restaurant
- L'etoile
- Nostrano
- Osteria Papavero
- Merchant
- Madison ChopHouse

These establishments have wonderful menus celebrating local ingredients.