



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, 2016.
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.

The Cheesecake Factory Restaurants, Inc.

4. Trade Name (doing business as) The Cheesecake Factory

5. Address to be licensed Space #C-01, 66 West Towne Mall, Madison, WI 53719

6. Mailing address 26901 Malibu Hills Road, Calabasas Hills, CA 91301;

7. Anticipated opening date October/November 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.

Applicant is in the process of extensive renovation of Space #C-01 of the West Towne Mall. Front and side views of
the exterior, as well as the floor plan, are attached. Alcoholic beverages would be served in the main restaurant,
exterior patio and interior patio. It would be stored in storage areas noted on the floor plan.

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. 313
13. Describe existing parking and how parking lot is to be monitored.

Patrons will park in the existing West Towne Mall parking lot.

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 Anthony Jampole
17. City, state in which agent resides Cedarburg, WI
18. How long has the agent continuously resided in the State of Wisconsin? 18 months
from 2008-2011
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.
- California August 10, 1977

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
Schedule attached.		

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.

Corporate Service Company, 8040 Excelsior Drive, Ste. 400, Madison, WI 53717

24. Is applicant a subsidiary of any other corporation or LLC?

No Yes (explain) It is a wholly owned subsidiary of The Cheesecake Factory, Incorporated.

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) Restaurants located in Mayfair Mall, Wauwatosa, WI and Bayshore Shopping Mall, Milwaukee, WI

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 Full service restaurant with nearly 200 locations, more than 250 menu items and more than 50 signature cheesecakes and desserts.

28. Hours of operation 8:00 a.m. - 1:30 a.m.

29. Describe your management experience The Company has nearly 200 restaurants in operation.

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

Not identified as yet - they will be identified in late August, 2015.

31. Describe staffing levels and staff duties at the proposed establishment 9 work groups -

managers, servers, bartenders, hosts, baking staff, bussers, line cooks and dishwashers

32. Describe your employee training Personnel from other locations and the home office will conduct on-site training, to include practice sessions.

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

The general public

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

Reputation, location, National Cheesecake Day, holiday gift card, sales

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 Not applicable

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? General public, youth to seniors

39. What type of food will you be serving, if any? _____

* Breakfast Brunch Lunch Dinner

*Eggs and omelets will be available all day, every day.

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

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? 100 - 125, although during the first ten months we will have more staff than normal.

During what hours do you anticipate they will be on duty? 8:00 a.m. - 1:30 a.m.

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? 11
 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 approximately 300
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? 75%
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 Will join upon receipt of license
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:
11 % Alcohol 88 % Food 1 % 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 We are experiencing problems in terms of who to contact - your assistance would be greatly appreciated. This will not be a tavern or bar with their attendant problems.

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

We have this for our other two Wisconsin locations and will file an update.

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

We have a seller's permit for our two Wisconsin locations and will file an update.

67. Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor?
 No Yes

Section G—Information for Clerk's Office

68. State Seller's Permit X X X - 0 0 0 0 4 7 0 9 5 7 - X X

69. Federal Employer Identification Number 95-3783088

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

Contact person Michael M. Berzowski

E-mail address mmb@wbb-law.com

Phone (414) 270-2502 Preferred language English

71. Corporate attorney, if applicable: Name Michael M. Berzowski

Phone (414) 270-2502 E-mail mmb@wbb-law.com

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 12 day of April, 2009

[Signature]
(Clerk/Notary Public)

[Signature]
(Officer of Corporation/Member of LLC/Partner/Sole Proprietor)
Danny Zurzolo, Vice President

My commission expires _____

Clerk's Office checklist for complete applications		
<input type="checkbox"/> Orange sign <input type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation) <input 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 type="checkbox"/> Lease <input type="checkbox"/> Sample Menu <input checked="" type="checkbox"/> Business Plan
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 _____		

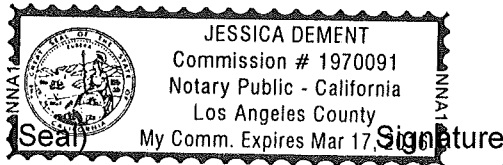
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A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of California
County of Los Angeles

Subscribed and sworn to (or affirmed) before me on this 14
day of August, 2015, by Debby Zurzolo

proved to me on the basis of satisfactory evidence to be the
person(s) who appeared before me.



A handwritten signature in black ink, appearing to read "Debby Zurzolo", written over a horizontal line.

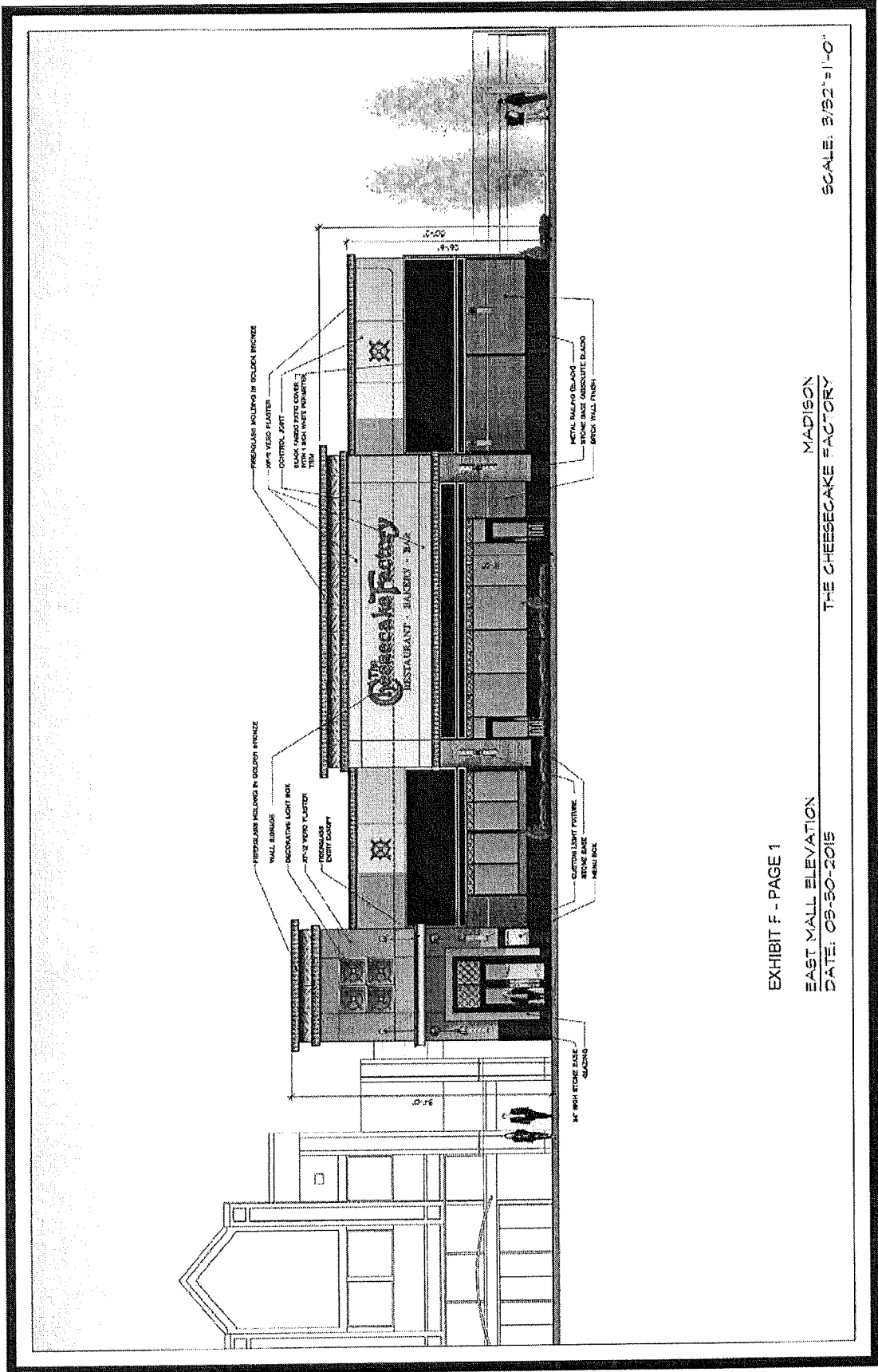


EXHIBIT F - PAGE 1

EAST MALL ELEVATION
DATE: 09-30-2015

MADISON
THE CHEESECAKE FACTORY

SCALE: 3/32" = 1'-0"

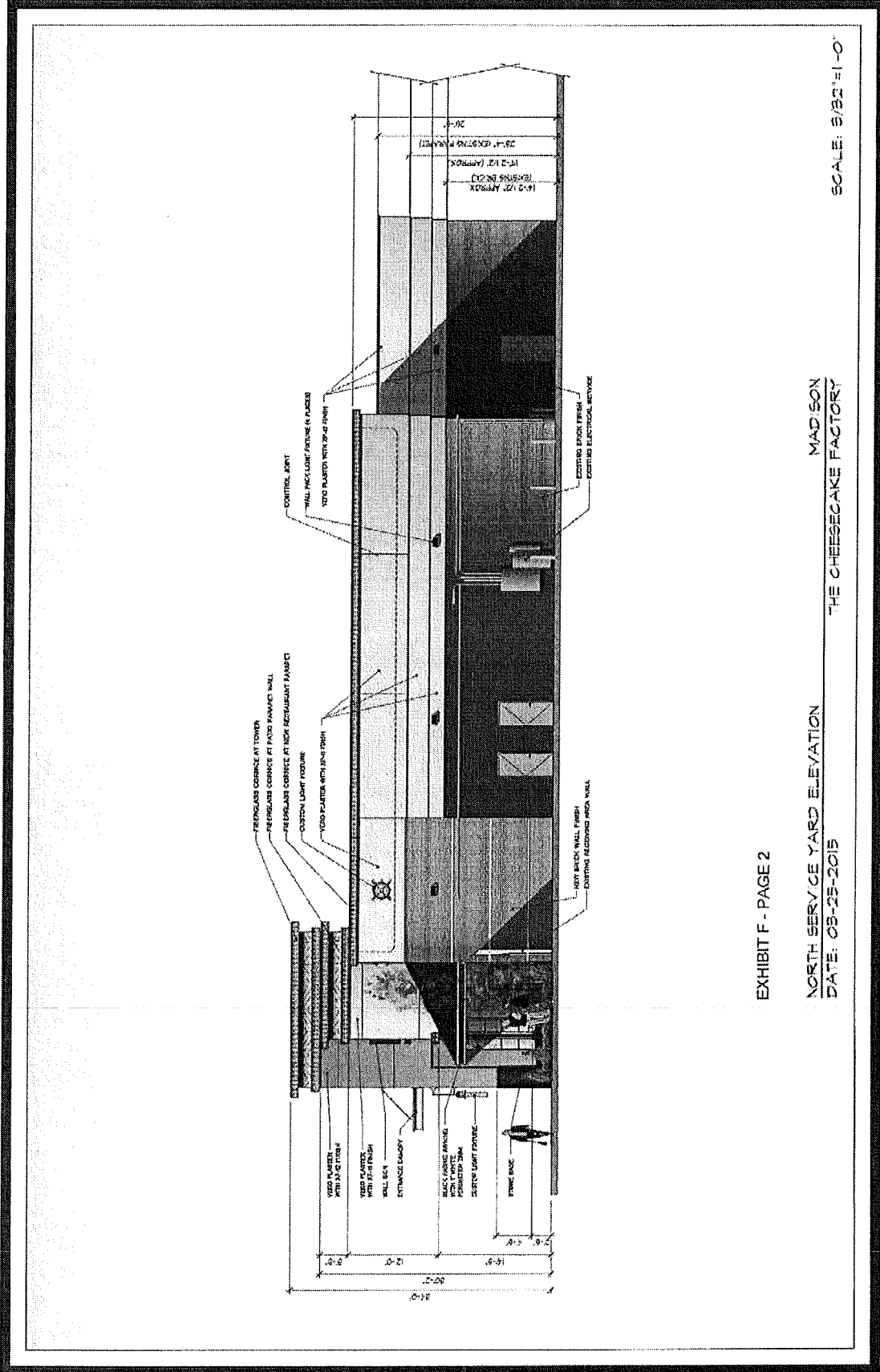
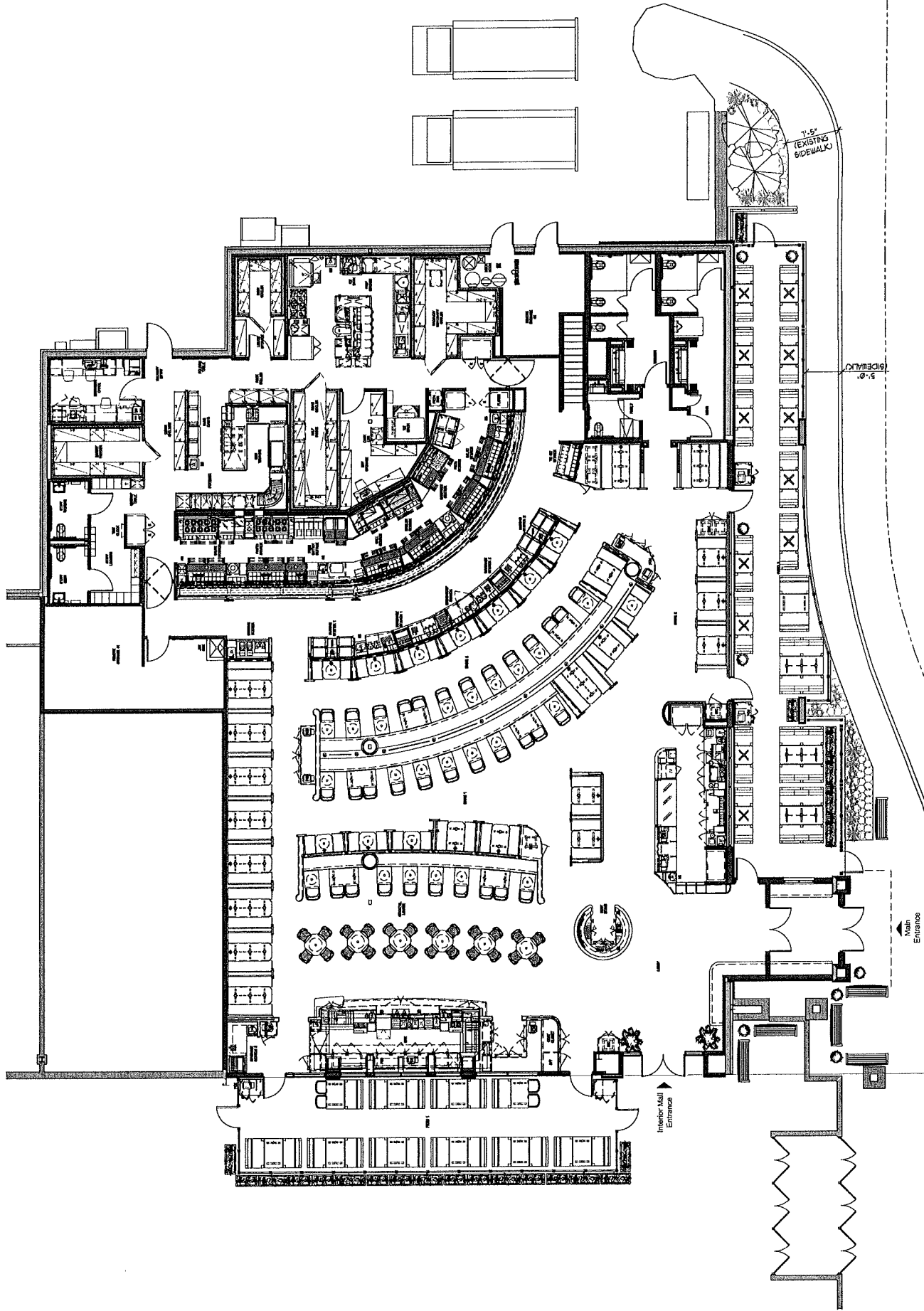


EXHIBIT F - PAGE 2

NORTH SERVICE YARD ELEVATION
 DATE: 08-25-2015

MADISON
 THE CHEESECAKE FACTORY

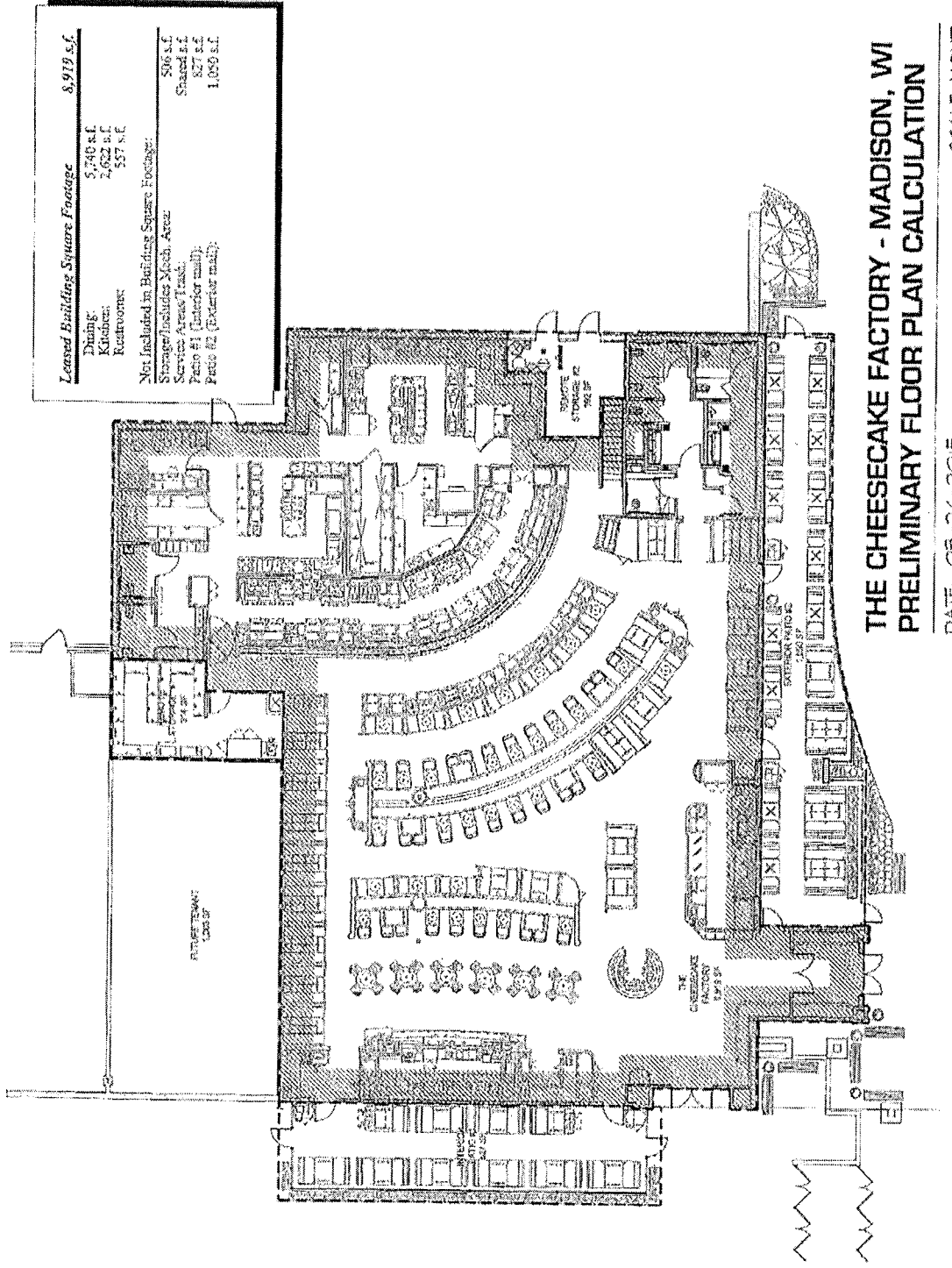
SCALE 5/8" = 1'-0"



**THE CHEESECAKE FACTORY - MADISON, WI
PRELIMINARY FLOOR PLAN**

DATE: 03-24-2015

SCALE: NONE



**THE CHEESECAKE FACTORY - MADISON, WI
PRELIMINARY FLOOR PLAN CALCULATION**

DATE: 09-24-2015 SCALE: NONE

**CITY OF MADISON
LIQUOR/BEER LICENSE APPLICATION**

Supplemental Information:

Section D – Business Plan:

The Applicant operates full-service and casual dining restaurants. The Company also produces cheesecakes and other baked products for food service operators, retailers and distributors. As of June 23, 2015, it operated 191 casual dining restaurants, including 179 restaurants under The Cheesecake Factory mark, 11 restaurants under the Grand Lux Café mark, and one restaurant under the RockSugar Pan Asian Kitchen mark in the United States and Puerto Rico, as well as operating nine The Cheesecake Factory-branded restaurants under licensing agreements internationally.

The hours of operation will coincide with the hours of the West Towne Mall, except that it is anticipated that the restaurant will be open later than the general stores in the mall.

Whenever a new restaurant is opened, the Company advertises for job openings and then conducts training on-site for employees, to include two to three days of pre-opening test operations.

The general market is moderate to medium-priced diners, offering an extensive menu, a copy of which accompanies this application. With regard to advertising and promotions, the Company will be advertising its standard menu, which is fairly well-known. As noted, the Company is already operating restaurants in the Mayfair Mall, Wauwatosa, Wisconsin, and the Bayshore Shopping Mall in Milwaukee, Wisconsin.

A listing of licensed locations is attached.