

## Section D – Business Plan

26. What type of establishment is contemplated?

Tavern  Nightclub  Restaurant  Liquor Store  Grocery Store  
 Convenient Store  Convenient Store with gas pump

**Other** – Catering Event Space and Deli Restaurant/Cocktail Bar

### Business description:

27. Divine Orders Catering is an existing business – primary location Divine Orders Catering Office located at 1502 Greenway Cross in Madison, Wisconsin, which has a "Class A" (fermented malt beverage/intoxicating liquor) alcohol license for the entire premises. This is where I meet with clients and potential clients to assist them with their catering needs. I sell them food and drinks to be catered at a location of their choice. This is allowable under WI law. Contact: Department of Revenue, Jason Lee @ 608-267-5190 to further inquire.

My Catering/Restaurant license is premised out of FEED @ 1219 North Sherman Avenue in Madison, WI 53704, 608-204-7015.

In order for me to cater food and/or drinks (including alcohol) from my licensed premises (Greenway Cross office location) and then transport and serve the food and/or drinks to my banquet location (S. Midvale Blvd) or another location, I must make sure that there is not an alcohol license that covers the premises where it is going to be service (the S. Midvale location does not have an alcohol license covering the premises, but another location may be covered by an alcohol license). If alcohol was being served, then the event would have to be a private party, not open to the public (example: a wedding), there could be no cash bar for the event, and the alcoholic beverages would have to be free of charge to guests attending the catered event. Divine Orders Catering LLC's Deli Restaurant/Event location (S. Midvale Blvd.) – IN LITIGATION – **This location currently (closed) pending architectural plan/permit and disproportionality occupancy.**

### **NEW LOCATION**

In addition to my above plan – Divine Orders Catering LLC's has secured a Catering Event Space located in the lower level of the 12 Wings Community Development Center@ 2122 Luann Lane, in Madison, Wisconsin. Divine Orders Catering LLC would like to obtain a "Class B" (fermented malt beverage/intoxicating liquor) license @ this premises which would allow Divine Orders Catering to have a cash bar and also serve alcohol to public catered events if it chooses as well as private catered events. Divine Orders Catering LLC realizes that there would be other laws that it would have to follow with holding a "Class B" alcohol license in accordance with WI Publication 302.

### **With the "Class B" (fermented malt beverage/intoxicating liquor) license:**

**(ON PREMISES CATERED EVENT)** I will have an office at my event rental space located (in the lower level of the 12 Wings Community Development Center@ 2122 Luann Lane, in Madison, Wisconsin) where I will meet with clients and potential clients to assist them with their (on premises) catered event. I will sell them food and drinks to be catered to my (on premises) event space located (in the lower level of the 12 Wings Community Development Center@ 2122 Luann Lane, in Madison, Wisconsin). Divine Orders Catering will sell drinks (fermented malt beverage/intoxicating liquor) to clients and potential clients that cook their own food but would still like for Divine Orders Catering LLC located (in the lower level of the 12 Wings Community

Development Center @ 2122 Luann Lane, in Madison, Wisconsin) to cater their liquor. As Divine Orders Catering LLC's event rental space located (in the lower level of the 12 Wings Community Development Center @ 2122 Luann Lane, in Madison, Wisconsin) will have a **"Class B" (fermented malt beverage/intoxicating liquor) license** clients and potential clients will not be allowed to bring their own liquor.

**(OFF PREMISE CATERED EVENT)** At Divine Orders Catering LLC's office located (in the lower level of the 12 Wings Community Development Center@ 2122 Luann Lane, in Madison, Wisconsin) I will meet with clients and potential clients to assist them with their (off site) catered event. I will sell them food and/or drinks to be catered to an event location (off premises). Divine Orders Catering LLC's Class B" (fermented malt beverage/intoxicating liquor) license would allow Divine Orders Catering to offer its client a cash bar at their catered event (off-premises).

Divine Orders Catering will also meet with clients and potential clients to assist them with their (off site) catered event wherein they have their own food and we would cater drinks (cocktails/liquor) ONLY to their event. Divine Orders Catering LLC's Class B" (fermented malt beverage/intoxicating/liquor license would allow Divine Orders Catering to offer its client a cash bar at their catered event (off-premises).

\*\*\*I have been advised that if I am granted the "Class B" (fermented malt beverage/intoxicating liquor) I could choose to relinquish my "Class A" (fermented malt beverage/intoxicating liquor) alcohol license back to the City of Madison and still be able to cater to off premises. If I am not able to cater off-premises with the "Class B" (fermented malt beverage/intoxicating liquor) I would opt to hold both my "Class A" (fermented malt beverage/intoxicating liquor) alcohol license and still obtain the "Class B" (fermented malt beverage/intoxicating liquor) alcohol license. Contact: Department of Revenue, Jason Lee @ 608-267-5190.

Independently of Divine Orders Catering LLC's event rental space located (in the lower level of the 12 Wings Community Development Center@ 2122 Luann Lane, in Madison, Wisconsin) Divine Orders Catering LLC has a Deli Restaurant, Cocktail Bar and Break Room that may be used in addition to and/or independently from the rest of the facility. This Deli Restaurant, Cocktail Bar and Break Room are located (in the lower level of the 12 Wings Community Development Center@ 2122 Luann Lane, in Madison, Wisconsin) can be used whether persons are hosting business meeting, banquet or other special events.

The Divine Orders Catering LLC Event rental space located (in the lower level of the 12 Wings Community Development Center@ 2122 Luann Lane, in Madison, Wisconsin) will provide a memorable experience at an affordable price.

Divine Orders Catering LLC holds and/or will hold the following License:

-Restaurant and Catering License @ FEED (1202 N. Sherman Avenue in Madison WI. With this license I will prepare food @ FEED to be catered to clients (off premises) to my event location @ Divine Orders Catering LLC located (in the lower level of the 12 Wings Community Development Center @ 2122 Luann Lane, in Madison, Wisconsin) or to a location (off premises) of their choice.

-Restaurant and Catering License @ Divine Orders Catering LLC located (in the lower level of the 12 Wings Community Development Center @ 2122 Luann Lane, in Madison, Wisconsin. With this license I will prepare deli food to be catered to clients (on premises) to my event location here @ 2122 Luann Lane and/or to an (off-premise) location of their choice. If the client

or potential client opts food other than deli food Divine Orders Catering LLC would cater it from its Licensed premise @ FEED Kitchen (North Sherman Avenue).

- Production/Packaging License @ FEED (1202 N. Sherman Avenue in Madison WI) with this License Divine Orders Catering LLC (owner/self) can sell the food that we can produce and package @ FEED (off premises) directly to clients.

I will also obtain licensure to allow Divine Orders Catering LLC, Deli Restaurant (2122 Luann Lane, in Madison, WI) to be able to produce/package food @ FEED (1202 N. Sherman Avenue in Madison WI) and then sell it my licensed premise @ Divine Orders Catering LLC, Deli Restaurant located (in the lower level of 12 Wings Community Development Center @ 2122 Luann Lane, in Madison, Wisconsin).

- Production/Packaging License @ Divine Orders Catering LLC, Deli Restaurant located (in the lower level of 12 Wings Community Development Center @ 2122 Luann Lane, in Madison, Wisconsin). With this license I will be able to produce, package, store, and sell deli food (cold sandwiches, cold salads, etc. at this location.

Contact: Restaurant/Catering License: Dane County Public Health, Eric Olson @ 608-243-0346.  
Contact: Contact: Production/Packaging license info, DATCP , Mark Lehman, @ 715-839-3743.  
Contact: Liquor License info, Department of Revenue, Jason Lee @ 608-267-5190

Divine Orders Catering LLC located (in the lower level of the 12 Wings Community Development Center@ 2122 Luann Lane, in Madison, Wisconsin) will also be able to provide full catering service and convenient Deli Restaurant, Cocktail Bar and Break Room to other Events taking place @ 12 Wings Community Development Center @ 2122 Luann Lane:

There is (150 person space) in the basement (lower level). There is also a Ball Room/Event Space that can accommodate (450 persons) on the upper level. This is perfect event space to hold weddings, receptions, banquets, anniversary party, or work social events or training events, etc.

28. **Hours of operation:** (Deli Restaurant/Cocktail Bar – hours 4pm to 7pm (open until 12 midnight if there are events taking place @ Devine Orders Catering LLC, Event Space located (in the lower level of the 12 Wings Community Development Center @ 2122 Luann Lane, in Madison, Wisconsin) and/or events taking place in the other event spaces (150 person space and the 450 person event space) @12 Wings Community Development Center.

**Regular Hours as follows:**

Divine Orders Catering Deli Restaurant/Cocktail Bar:

Monday- Friday, 4pm – 7pm Divine Orders Catering LLC, Deli Restaurant/Cocktail Bar will ONLY accommodate events that are taking place after regular business hours).

Saturday, 4pm - 7pm Divine Orders Catering LLC, Deli Restaurant/Cocktail Bar will ONLY accommodate events that are taking place after regular business hours).

Sunday, 8am – 5pm (Divine Orders Catering LLC, Deli Restaurant/Cocktail Bar will ONLY accommodate events that are taking place after regular business hours).

Divine Orders Catering Deli Restaurant/Cocktail Bar will open on special occasions/EVENT for breakfast buffet and serving breakfast cocktails: Bloody Marys, Mimosas, etc.

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                      50% Food                      10% Other

I believe that the sell of Alcohol will be at the approximate % named above because Divine Orders Catering LLC will likely only sell packaged food @ the Deli Restaurant, Cocktail Bar and Break Room located on the lower level of (14 Wings Community Development Center @ 2122 Luann Lane in Madison, WI. We will ONLY provide fresh sandwiches during lunch hour and/or if a client or potential client requests it for their event.

Also, the sell of Alcohol will be at the approximate % named above because some clients and potential clients that Divine Orders Catering LLC will meet with to assist with their catering needs may only require our assistance for catering cocktail/liquor ONLY and (cook their own food). I will sell them cocktail/liquor ONLY to an event location (on premises @ Divine Orders Catering LLC's Event Space located (in the lower level of the 12 Wings Community Development Center@ 2122 Luann Lane, in Madison, Wisconsin) OR to an event location (off premises) but only if the off premises location is not licensed. **WE WILL NOT CATER TO AN EVENT THAT DOES NOT PROVIDE SOME TYPE OF FOOD AND/OR SNACKS TO ITS GUESTS.**

Divine Orders Catering LLC has lost a lot of clients, potential clients not being able to offer them the option of just Cocktail/Liquor bar service.

\*\*\*Divine Orders Catering LLC's Class B" (fermented malt beverage/intoxicating liquor) license would allow Divine Orders Catering to offer its client a cash bar at their catered event (on/off-premises). The Class B (fermented malt beverage/intoxicating liquor) license would also allow Divine Orders Catering LLC to provide full service catering to its clients as well as generate more revenue, promoting the upward success of the business.

  
Laverne Buchanan  
Owner/Manager  
Divine Orders Catering LLC