



# 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 ☐ Class A Cider

## 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, 2017.
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.  
DFLLSB, LLC
4. Trade Name (doing business as) Sí Café
5. Address to be licensed 117 S Pinckney St, Madison WI 53703
6. Mailing address 117 S Pinckney St, Madison WI 53703
7. Anticipated opening date Already Open
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.  
1300 sq ft space, includes 70sq ft utility room and 90 sq ft office. Main room is cafe.  
Both utility room and office will have space for storage of beverages. Records will be kept in the office.

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 80
13. Describe existing parking and how parking lot is to be monitored.  
Public street parking along Pinckney St. shared with numerous other establishments nearby.  
Parking is in full view of the establishment.
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 Daniel Finkelstein
17. City, state in which agent resides Monticello, WI
18. How long has the agent continuously resided in the State of Wisconsin? 6 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 8/10/16
21. State and date of registration of corporation, nonprofit organization, or LLC.  
WI, 7/27/2016
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	Stephen Baraboo	Stoughton, WI
Member	Daniel Finkelstein	Monticello, WI
Member	Chad Lueck	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.

Stephen Baraboo

24. Is applicant a subsidiary of any other corporation or LLC?  
☐ No ☒ Yes (explain) Subsidiary of Yes Coffee Roasters, LLC
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 Cafe
27. Business description Sí Café is a coffee bar and coffee retail store that serves locally roasted coffee produced by Yes Coffee Roasters. Menu includes pour-over brewed coffee and espresso drinks, as well as limited bakery. Intending to also serve very limited cocktails and wine by the glass.
28. Hours of operation Mon-Thurs 6:30am - 4pm. Fri 6:30am-11pm. Sat 8am - 11pm
29. Describe your management experience The three owners have a combined 20 years of management experience in various retail and service industries, including restaurant/bar experience.
30. List names of managers below, along with city and state of residence.  
Daniel Finkelstein, Monticello WI Chad Lueck, Madison WI  
Stephen Baraboo, Stoughton, WI
31. Describe staffing levels and staff duties at the proposed establishment 1-2 staff at any one time.  
Duties will include cleaning and maintenance of cafe and bar equipment, customer service,  
& preparing coffee and alcoholic drinks.
32. Describe your employee training Detail-oriented in-house training program, plus supervision and mentoring with new employees. Continued education and evaluations beyond that.

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

All ages for cafe, targeting customers seeking a curated, specific, high-quality service

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

We are a word-of-mouth business

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? Occasional live music,  
usually jazz or similar

38. What age range do you hope to attract to your establishment? All ages

39. What type of food will you be serving, if any? Limited bakery  
☐ 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? Bakery is always available during hours

42. What hours, if any, will food service not be available? \_\_\_\_\_

43. Indicate any other product/service offered. Establishment operates as a coffee shop

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? N/A  
During what hours do you anticipate they will be on duty? \_\_\_\_\_

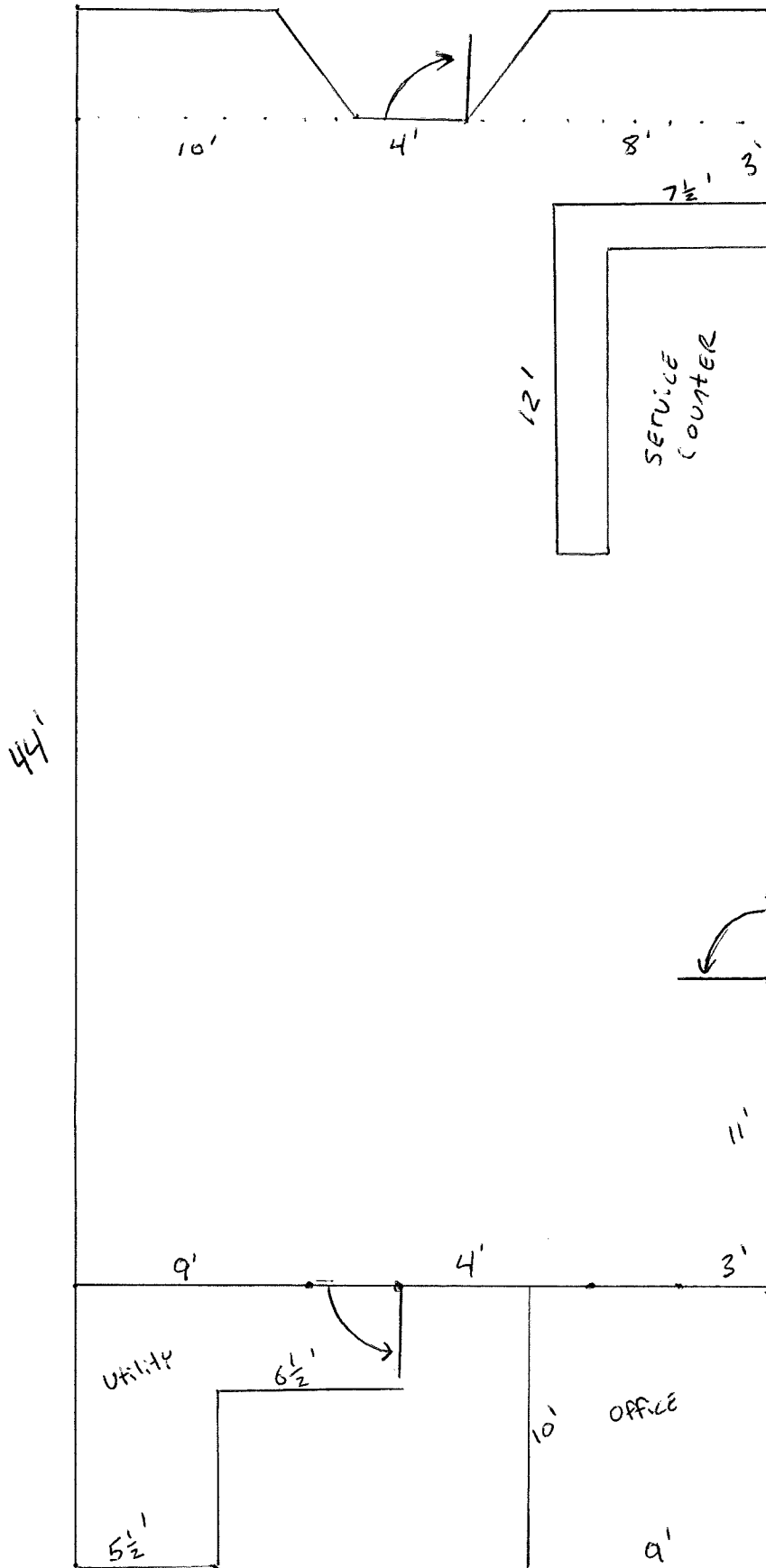
47. Do you plan to have hosts or hostesses seating customers? ☒ No ☐ Yes

48. Do your plans call for a full-service bar? ☐ No ☒ Yes  
 If yes, how many barstools do you anticipate having at your bar? 6  
 How many bartenders do you anticipate having work at one time on a busy night? 1-2
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? N/A
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:  
15 % Alcohol >5 % Food <80 % 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

Pinckney



## **Traditional Cocktails**

### **Clover Club**

House Made Grenadine, Gin , Lemon Juice, Egg White  
\$7

### **Manhattan**

Sweet Vermouth, Whiskey, Angostura Bitters  
\$7

### **Lavender Paloma**

Lavender Simple Syrup, Mezcal, Grapefruit Juice  
\$7

### **Gibson**

Vodka, Dry Vermouth, House Pickled Onion  
\$7

### **Old Fashioned**

Brandy, Soda Water, Angostura Bitters, Orange, sugar  
\$7

## **Coffee Cocktails**

### **Smoky Rosemary Cocktail**

Rosemary Simple Syrup, Mezcal, Egg White  
\$8

### **Spiked Cold Brew Spritzer**

Cold Brew Concentrate, Demerara Simple Syrup, Whiskey, Seltzer Water  
\$8





## Our Concept

Si Cafe is conceived as a minimalist, traditional coffee bar, offering classic, hand-made coffee drinks using locally roasted beans from Yes Coffee Roasters (Monroe, WI). Located at 117 S Pinckney St, the space is modeled after Italian style coffee bars.

Advancements and focus on artisan-roasted, small-batch coffee has been growing. Daniel Finkelstein became involved in the industry in 2005, working with a number of cafes and training with Intelligentsia Coffee. Ultimately he began roasting his own coffee in 2012, expanding that operation in 2013.

In November of 2015, Finkelstein opened Si Cafe, which operates as an outlet for serving the roasts he produces. The cafe has quickly become a go-to for people downtown seeking high-quality coffee, recently named one of Madison's 10 Hottest New Restaurants by Eater.com.

The space is attached to a shared atrium, one of the last remaining examples in Madison of the "arcade" style building. Influenced by this building design, the cafe space is conceived for a versatile and communal use throughout the day.



## Location

Si Cafe is located in the First Settlement District, sharing a building with Context Clothing and The Kitchen Gallery, across the street from Marigold Kitchen and Delmonico's. Located on the same block is Merchant, Madisons, The Majestic and Lucille.

It is a high-concentration of office space, retail, restaurants and taverns, with very little residential.

## Intention for Liquor License

Si cafe has relationships with local cocktail makers, and it is a natural direction for the cafe to grow. The cocktail menu will be minimal and simple, offering coffee-inspired and coffee-infused drinks. A single choice of a red or white wine would also be offered. There is a strong precedent for offering alcohol-based drinks at cafe's in Madison. Located by the square, this includes Collectivo, Ancora, and Barriques, among others.

