



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, 2015.
- 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.
Duo LLC
- Trade Name (doing business as) Gooseberry on the Square
- Address to be licensed 15. Pindney St. #104, Madison WI 53703
- Mailing address 15. Pindney St. #104, Madison, WI 53703
- Anticipated opening date ~~03/15~~ Adding license after open.
- 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.
A 6000 square foot space inside the US Bank building, Beer will be stored in walk in cooler with white wine, red wine will be in locked cage in basement of building.
And side ^{walk} Cate.

A-4...
P-4...

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.

Street parking and underground parking in building which is monitored by ULI staff.

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 EVAN Wilson

17. City, state in which agent resides COTTAGE GROVE

18. How long has the agent continuously resided in the State of Wisconsin? 10 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 6/2013

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

~~WI~~ 11/10 - Wisconsin

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
Chairman	David Sramek	Madison, WI
CEO	Denien Sramek	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.

Denien Sramek

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 Counter service for breakfast & lunch. Adding full service dinner menu with limiting beer & wine.
28. Hours of operation 6am - 9 or 10 pm, Monday - Saturday.
29. Describe your management experience Evan has managed bar programs for 10 years, Denien was in bar management at Applebees for 5 years. All told we have
30. List names of managers below, along with city and state of residence. ^{30+ years restaurant experience.}
David Sramek Madison-WI Evan Wilson - Cottage Grove WI
Denien Sramek Madison WI
31. Describe staffing levels and staff duties at the proposed establishment 3 servers to take orders & serve. 1-2 Managers to oversee.
32. Describe your employee training Will be going over the Wisconsin Responsible Beverage training, going over the right way to pour Beer wine liquor. What to look for in the signs over an over served person. On how to handle someone that is over served. Will be using the STOP and go light steps (Green, Yellow, Red)

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

30+ men & woman that live & work
around the square.

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

Mostly in print ads, food would be
main focus of advertising, no specific
alcohol Advertising planned at this point.

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? 30 - 60

39. What type of food will you be serving, if any? Full Menus, quick service
☒ Breakfast ☐ Brunch ☒ Lunch ☒ Dinner in Am - Full at night
American Cuisine.

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? 6am - 9 or 10pm

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

43. Indicate any other product/service offered. Coffee, Soda, Juice

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? 6-10

During what hours do you anticipate they will be on duty? 5pm 10pm

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? _____
How many bartenders do you anticipate having work at one time on a busy night? _____
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 60
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? 70%
54. If your business plan includes an advertising budget:
What percentage of your advertising budget do you anticipate will be related to food? 75%
What percentage of your advertising budget do you anticipate will be drink related? 5%
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:
10 % Alcohol 90 % 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

Monday thru Friday: 6am—5pm

Saturday: 6am— 3pm

Breakfast:



Lunch:

All sandwiches served with side of kettle chips,
French fries, pasta salad or cut fruit.

Classic - \$6.50*

Two eggs any style, bacon or sausage, breakfast potatoes,
choice of toast.

3 Egg Omelet - \$7.50

Three scrambled eggs, bacon, spinach, feta cheese and
choice of toast.

Southwest Scramble - \$7.50

Three scrambled eggs, diced peppers and onions, pepper
jack cheese, topped with salsa and choice of toast

Ham and Cheese Omelet - \$7.50

Three scrambled eggs, smoked ham, cheddar cheese and
choice of toast.

Smoked Salmon Scramble - \$7.50

House smoked salmon, provolone cheese, tomatoes and
chives with choice of toast.

Skillet - \$8.00

Hash browns topped with two scrambled eggs, cheddar
cheese and two strips of bacon.

French Toast and Bacon- \$7.00

Two pieces of white bread baked in a egg batter, two
pieces of bacon and maple syrup.

Pancakes and Bacon - \$7.00

Two fluffy pancakes, two pieces of bacon and maple syr-
up.

Breakfast Burrito - \$6.50

Two scrambled eggs, flour tortilla, cheddar cheese and
bacon or spinach, tomato and feta.

Breakfast Sandwich - \$6.50

Scrambled eggs, cheddar cheese and two pieces of
bacon, choice of toast or English muffin.

Biscuits and Gravy - \$8.00*

Home made biscuit, pork gravy, and two eggs any style.

Eggs Benedict - \$8.00*

Toasted English Muffin, two soft poached eggs, choice of
Canadian bacon or sausage patty and fresh egg
hollandaise.

Extras:

One egg any style - \$1.50

Piece of toasted or English muffin - \$1.25

2 strips bacon or sausage patty - \$1.95

Hash brown - \$3.00

Cheesesteak - \$9.50

Oven roasted rib eye steak, sautéed peppers and onions, melt-
ed provolone and cheddar cheese on house made hoagie.

Pulled Pork Sandwich \$8.00

House smoked pork shoulder, BBQ sauce, vinegar dressed cab-
bage slaw.

Grilled Cheese Panini - \$6.00

Thick cut wheat bread, cheddar and provolone cheese.

BLT - \$7.00

Crispy bacon, lettuce, tomato and mayo on toasted wheat
bread.

Mediterranean Turkey Panini - \$8.00

Sliced smoked turkey breast, garlic hummus, feta cheese,
mixed greens and tomatoes on mini French baguette.

Classic Mediterranean - \$7.00

Garlic hummus, oven roasted baby eggplant, baby spinach,
hard boiled egg, with lemon vinaigrette on mini French ba-
guette.

Basil Pesto Chicken Sandwich - \$9.00

Seared chicken breast, basil pesto, provolone cheese, bacon
on toasted ciabatta.

Fried Cod Sandwich - \$8.00

Hand breaded cod filet, tartar sauce, shredded lettuce, on
ciabatta bun.

Roasted Portabella and Mozzarella - \$6.00

Marinated and oven roasted portabella, fresh spinach, basil
aioli, and sliced tomato on a ciabatta bun.

Classic or Turkey Rueben - \$9.00

Either sliced corned beef or turkey breast, sauerkraut, Swiss
cheese and Thousand Island on Marble rye.

Bacon Mac and Cheese - \$8.00

Double smoked bacon, spiral noodles, three cheese cream
sauce, toasted bread crumb topping.

Penne Al a Vodka - \$7.00

Penne pasta, vodka laced tomato cream sauce, parmesan
cheese. Add sautéed shrimp or chicken \$3.00

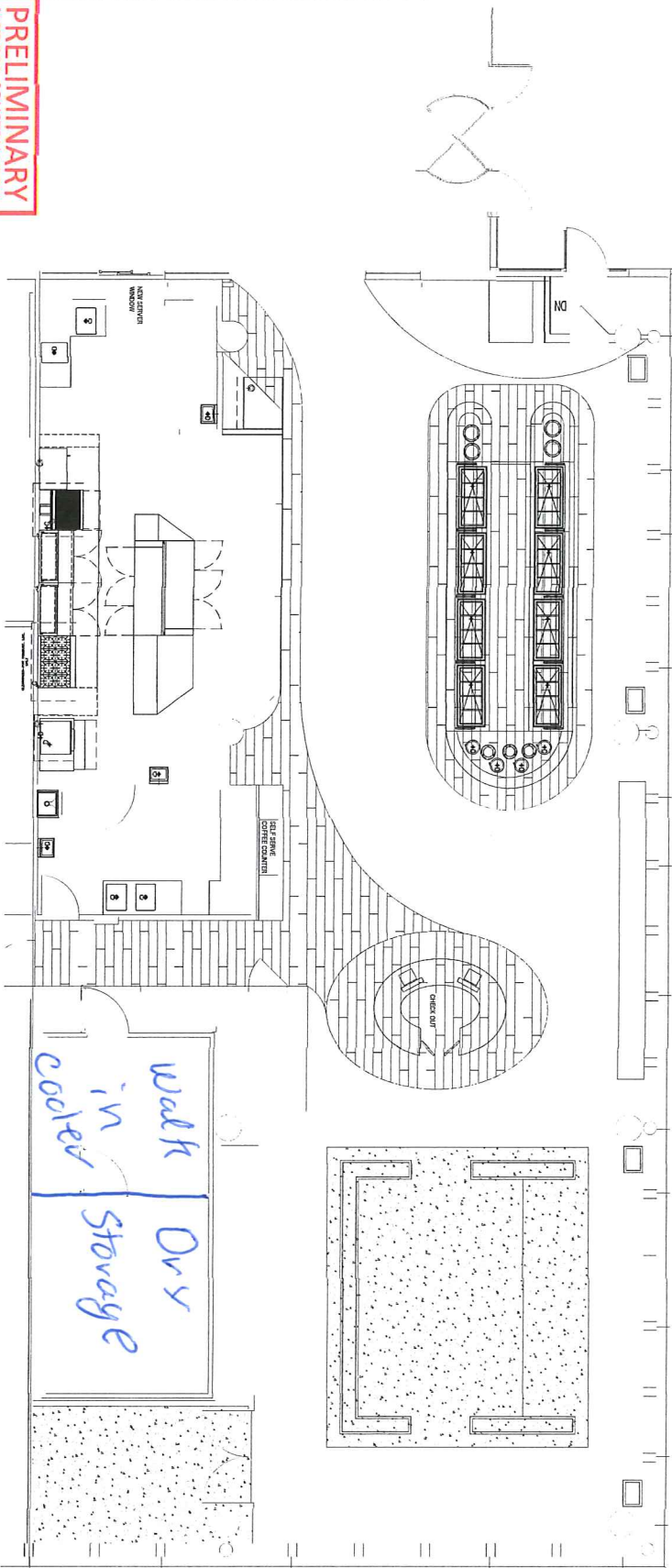
Smoked Salmon Puttanesca - \$9.00

House smoked salmon, capers, onions, garlic, anchovies,
stewed tomato sauce tossed with spaghetti.

*Eggs served over-easy, poached, sunny-side-up, or soft boiled may be under
cooked and will only be served upon the consumers request. Consuming raw or
undercooked eggs may increase your risk of foodborne illness.

PRELIMINARY
NOT FOR CONSTRUCTION

1 FLOOR FINISHES PLAN
1/4" = 1'-0"



KEYNOTES
1. XXXX
2. XXXX

GENERAL NOTES
1. XXXX

**SALAD RESTAURANT
SCHEMATIC DESIGN**
1 S. PINCKNEY STREET
MADISON, WI

DESTREE
architecture & design
222 West Washington Ave. Suite 310, Madison, WI 53703
ph: 608.268.1499 fax: 608.268.1498 www.destreearchitects.com

DESTREE DESIGN ARCHITECTS HOLDS ALL RIGHTS AND THE CREDIT OF THIS DOCUMENT AS WELL AS THE CONTENTS HEREOF. DESTREE ARCHITECTS HOLDS ALL RIGHTS AND THE CREDIT OF THIS DOCUMENT AS WELL AS THE CONTENTS HEREOF. DESTREE ARCHITECTS HOLDS ALL RIGHTS AND THE CREDIT OF THIS DOCUMENT AS WELL AS THE CONTENTS HEREOF. DESTREE ARCHITECTS HOLDS ALL RIGHTS AND THE CREDIT OF THIS DOCUMENT AS WELL AS THE CONTENTS HEREOF.

ISSUANCES:	
PROJECT:	
NUMBER:	140900.00
DATE:	
REV:	

A900



GOOSEBERRY

ON THE SQUARE

Business Plan:

Gooseberry on the Square is a quick service breakfast and lunch restaurant on the square that mostly caters to the people that work on the square during the week. We are offer a mostly made from scratch menu and 20-foot salad bar with 60 plus items on it. Gooseberry has had many people inquire about having beer and wine available, also I am receiving a number of requests from groups about holiday parties this winter in the space. Those are two reasons that we are looking to add beer and wine at this point. I am predicting adding 4-6 wines and 4-6 beers. All wine will be sold by glass or bottle and we will only carry bottle or canned beer. No plans to have a bar or keg in the space. All beer will be stored in walk in cooler in the space, and wine will either be in the dry storage area or in the walk in depending on its temperature needs.