



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

44844

Section A – Applicant

1. If needed, a qualified interpreter can be provided at no charge to you. Would you like an interpreter? A-13
P-303
☐ 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, 20 17.
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.

Bloom Bake Shop LLC

4. Trade Name (doing business as) Bloom Bake Shop LLC
5. Address to be licensed 1351 Monroe Street Madison WI 53711
6. Mailing address 1351 Monroe Street Madison WI 53711
7. Anticipated opening date January 2017
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.

1351 is 2400 square feet (this includes kitchen space) There

is seating for 34, no bar stools. no outdoor seating.

There will be a bakery case, counter service and a beverage

counter to order. Two restroom stalls. Alcoholic beverages

will be stored in a locked liquor cage in basement. Keg

cooler is stored in basement & will be secured behind beverage counter.

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 34
13. Describe existing parking and how parking lot is to be monitored.
street metered parking, neighborhood street parking, trader joe's
free underground garage: public parking
14. Was this premises licensed for the sale of liquor or beer during the past license year?
☐ No ☒ Yes, license issued to Pasqual's Cantina, salsa pants, inc. (DBA) (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 Annemarie Meitri, owner Bloom Bake Shop LLC
17. City, state in which agent resides Madison, WI
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 _____
21. State and date of registration of corporation, nonprofit organization, or LLC.
WI, Bloom Bake Shop LLC 2009
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
owner	Annemarie Meitri	Madison WI 53711

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.

Annemarie Meitri, owner

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

Our audience is well educated, caring where their food comes from, they are interested in farm to table & food made from scratch

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

Social Media: Facebook, Twitter, Instagram, e-newsletter
Primarily our bakery items & biscuit sandwiches

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? 20 - 65

39. What type of food will you be serving, if any? American desserts, biscuit sandwiches
☒ 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? all hours we are open

42. What hours, if any, will food service not be available? n/a

43. Indicate any other product/service offered. small retail area

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

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

* counter service only

46. How many wait staff do you anticipate will be employed at your establishment? 10-15 total employees

During what hours do you anticipate they will be on duty? at least 4-5 on duty for each shift.

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

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 Bloom Bake shop is a small batch bake shop.
Offering American desserts, buttermilk biscuit sandwiches
and beverages.

28. Hours of operation Tue - Sat 7am - 9pm Sunday 9am - 1pm

29. Describe your management experience I have owned and operated Bloom
Bake shop for the last seven years.

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

Mark Pavlovich Madison, WI

31. Describe staffing levels and staff duties at the proposed establishment Store Manager,
Kitchen + Bakery Production, bakers, baristas/bar, retail sale
persons

32. Describe your employee training We thoroughly train our team through
shadowing + hands on training. We also require those employees
serving alcohol to go through additional training

48. Do your plans call for a full-service bar? ☐ No ☒ Yes
If yes, how many barstools do you anticipate having at your bar? 0
How many bartenders ^{barstool} 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? 100%
54. If your business plan includes an advertising budget:
What percentage of your advertising budget do you anticipate will be related to food? 100% towards food
What percentage of your advertising budget do you anticipate will be drink related? 0%
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:
5 % Alcohol 95 % 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

Monroe Street Bloom Menu

Fresh Seasonal Bakery

Layer cakes
Pies & Pop Tarts
Cinnamon rolls
Maple Pecan Stickies
Doughnuts
Bars
Cookies
Whoopies
Cupcakes

Beverages

Coffee
Espresso
Latte
Tea
House made Cocoa
Milk
WiscoPop

Beer
Wine
Cider
Bloody Mary
Old Fashioned
Mimosa
Seasonal Bellini

Hot Cereals

Sticky Breakfast Rice (v/gf)
Spicy Polenta Cereal (gf)

Pot Pie

Chicken, Carrots & Peas

Seasonal Root Vegetable (v/gf)

Cornbread Pie (gf)

Biscuits

Buttermilk Biscuit
Seasonal jam & butter

Wisconsin
Bacon, egg & cheese, stoneground
mustard

Homegrown (v/gf)
Roasted sweet potato,
caramelized onion, fresh greens,
curried cream cheese

Meatloaf
with Red Eye Gravy on Cheddar
sage buttermilk biscuit

Southern
Fried Ham, Peach Preserves, Aged
Cheddar, Black Pepper Biscuit

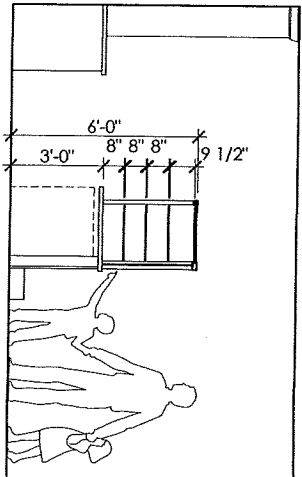
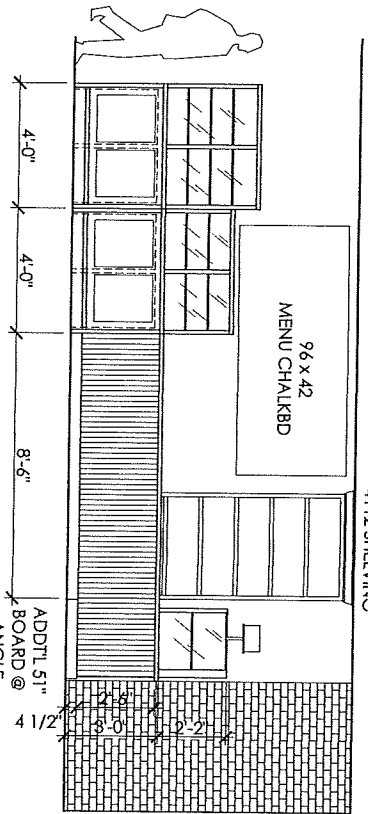
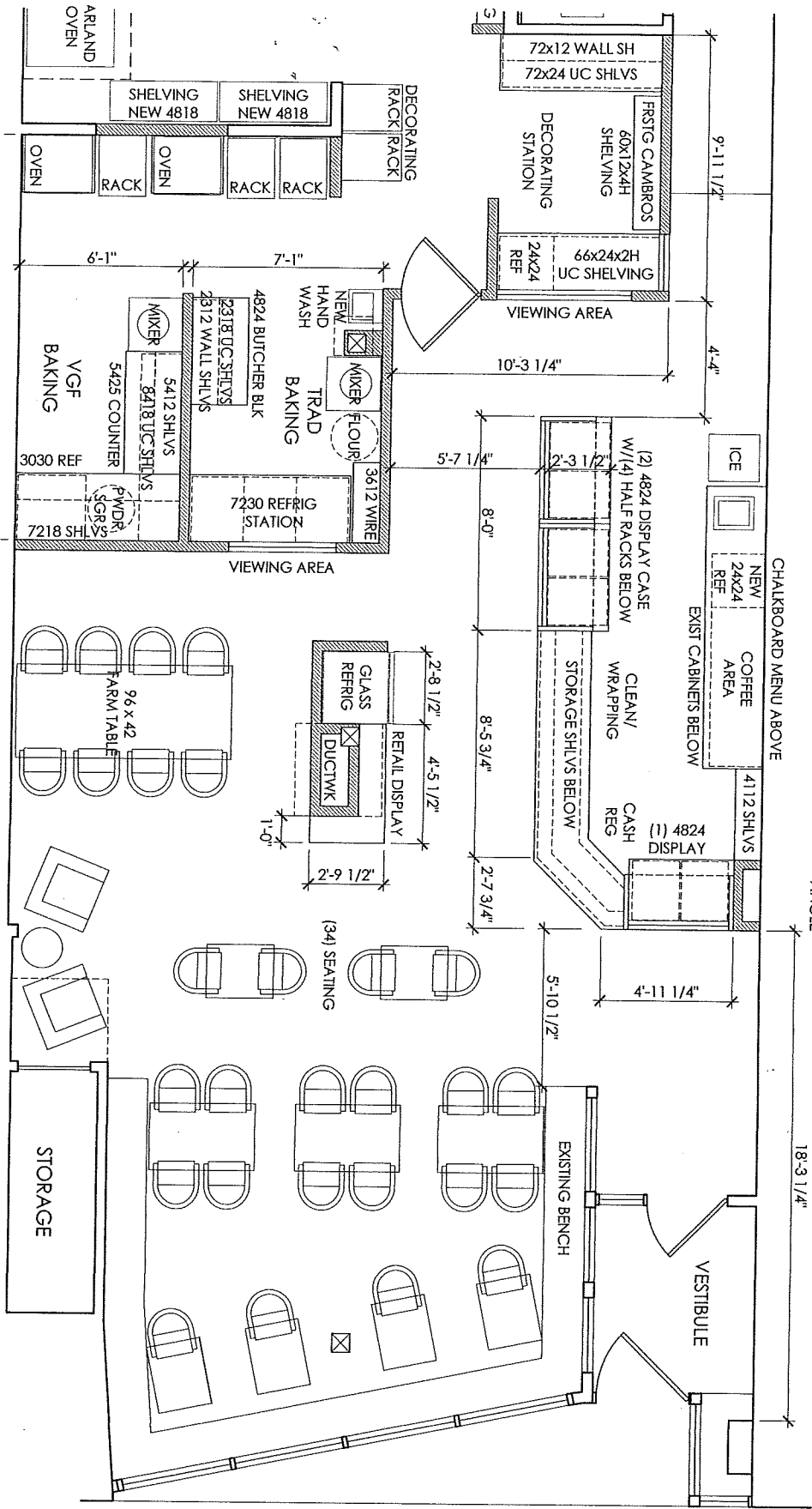
Gravy
Black Pepper & Sausage
Mushroom (v/gf)

Sides

Bacon or Ham
Pimento Cheese & Saltines
Two Potato & Beet Hash
Seasonal Greens
Fresh or wilted
Cheddar Grits

Add On

Egg
Extra Bacon
Pickles



1A.2

NEW BAKERY/
SEATING

BLOOM BAKE SHOP

1851 MONROE STREET
MADISON, WI

PINE CLEARWOOD ARCHITECTS

421 N. Westfield Road, Madison, Wisconsin 53717

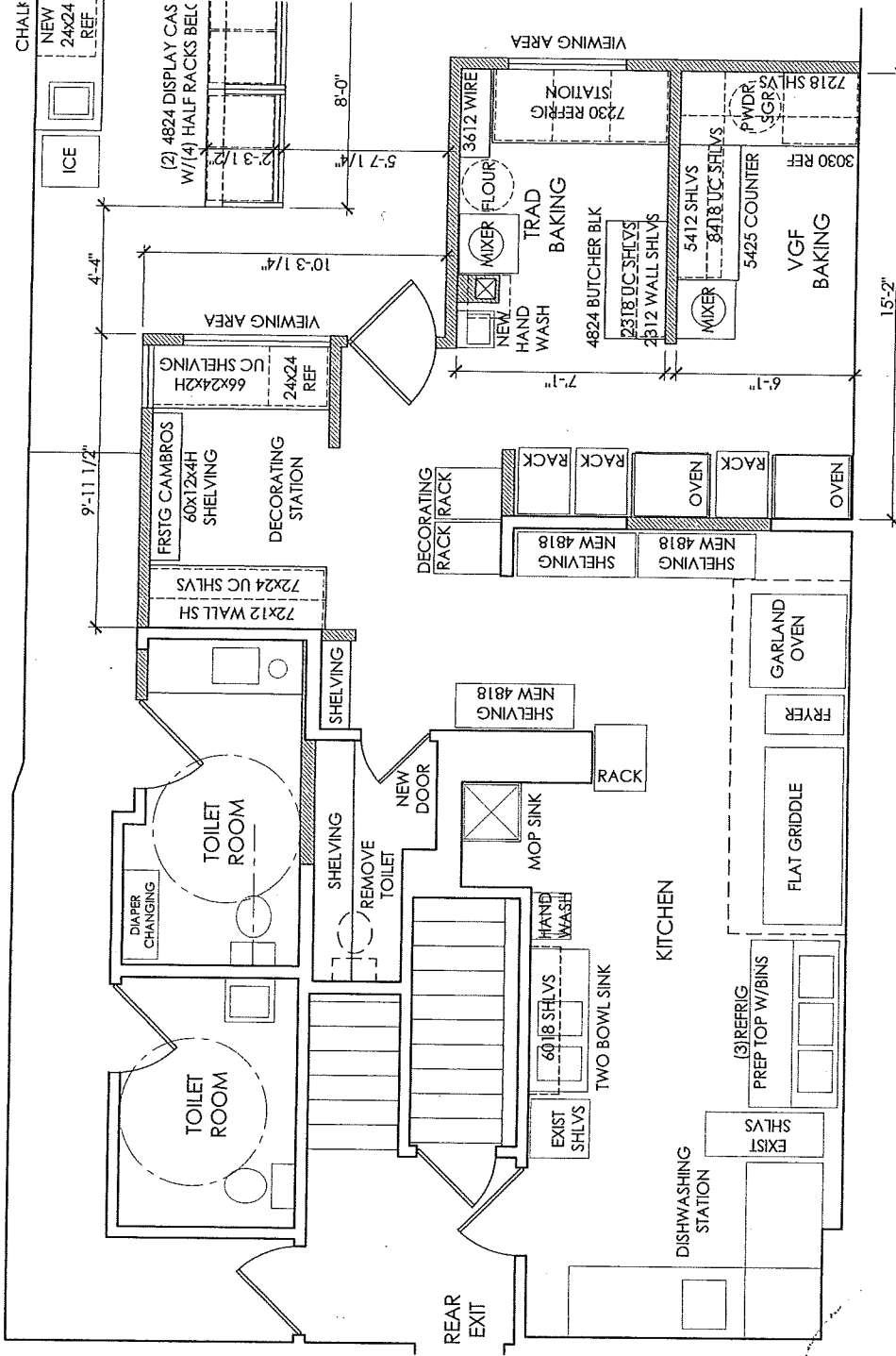
608.320.7446

DATE:	10.05.16
SCALE:	AS NOTED
PROJECT NO.:	BLOOM 6

PROJECT:

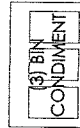
REVISIONS:

DATE:



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

EQUIP NOT USED:



DATE:	10.05.16
SCALE:	AS NOTED
PROJECT NO.:	BLOO16
SHEET:	1A.1 NEW KITCHEN LAYOUT

BLOOM
 BAKE SHOP
 1851 MONROE STREET
 MADISON, WI

REVIEWS:

