

A - Rummel
P - 600

LIC 218-2018-00243



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, 2019 _____.
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.
Looking For Group Brewing Madison LLC
4. Trade Name (doing business as) Looking For Group Brewing Madison LLC
5. Address to be licensed 2438 Winnebago Street, Madison WI 53704
6. Mailing address 309 West Washington Ave #102 Madison WI 53703
7. Anticipated opening date 9/01/18
8. Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 3?
☒ 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.
LFG Brewing on Winnebago St will be a 5150 sq ft brewpub with a full kitchen. We will have outdoor seating as a ~ 1000 sq ft patio that is already set up by the landlord, an 1800 sq ft dining area, and a 200 sq ft bar.
We will have our main production system and walkin cooler for storage on site, taking up 2500 square feet of the floor plan. For record keeping, we will use Intuit Quickbooks and an accounting firm.

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 120 40 (outdoor)
13. Describe existing parking and how parking lot is to be monitored.
Winnebago Street, parking ramp to be constructed in 2019. Parking to be under video surveillance.
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 Eric Peterson
17. City, state in which agent resides Madison, Wisconsin
18. How long has the agent continuously resided in the State of Wisconsin? 5 years 6 months
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 6/1/2017
21. State and date of registration of corporation, nonprofit organization, or LLC.
Wisconsin, 3/8/2018
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 representative	Eric Peterson for Looking for Group Brewing LLC	Madison, Wisconsin

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.

Eric Peterson

24. Is applicant a subsidiary of any other corporation or LLC?
☐ No ☒ Yes (explain) Sole member of applicant is Looking for Group Brewing, 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 Brewpub with full restaurant

27. Business description Brewpub with full kitchen, bar, dining area and outdoor patio

28. Hours of operation Varied day to day, earliest will be 9:00 am to 2:00 am latest per brewpub regulations

29. Describe your management experience Fifteen years of experience managing projects varying in size
between 3 to 150 people.

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

<u>Eric Peterson, Madison, WI</u>	<u>Joe Tharp, Madison, WI</u>
<u>John Puchalski, Madison, WI</u>	_____

31. Describe staffing levels and staff duties at the proposed establishment _____
Approximately 20 people, 2 bartenders at a time, 2-5 waitstaff at a time, 1 line cook and 1 sous cook, 1 kitchen
manager, 1 brewmaster, 1 brewing assistant and 1 general manager.

32. Describe your employee training Four weeks of initial training and ongoing additional training.

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

Homebrewers, craft beer enthusiasts, local lunch and dinner crowds

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

Have hired RS&K marketing firm. Marketing will include online services, social media, industry publications and events and standard advertising.

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? Acoustic music, spoken word,
trivia and stand up comedy

38. What age range do you hope to attract to your establishment? 21-100

39. What type of food will you be serving, if any? _____
☒ 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? 9:00 am - 10:00 pm

42. What hours, if any, will food service not be available? 10:00 pm- 2:00 am

43. Indicate any other product/service offered. Tshirts, mugs, chotchies and educational brew tours

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? 10

During what hours do you anticipate they will be on duty? 9:00 am - 2:00 am

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? 20
 How many bartenders do you anticipate having work at one time on a busy night? 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 90
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? 30%
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? 30%
 What percentage of your advertising budget do you anticipate will be drink related? 70%
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:
60 % Alcohol 30 % Food 10 % 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 Deputy Clerk prior to the ALRC meeting. ☐ No ☒ Yes
64. I agree to contact the neighborhood association representative prior to the ALRC meeting.
☐ No ☒ Yes
65. I intend to operate under the alcohol license within 90 days of the Common Council granting this license. The license shall be considered surrendered if not issued within 90 days of being granted. ☐ No ☒ Yes

66. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864] ☐ No ☒ Yes
67. 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
68. 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

69. State Seller's Permit 456-1029599586-02

70. Federal Employer Identification Number 82-4707604

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

Contact person Eric Peterson

E-mail address taophoenix@gmail.com

Phone 608-807-4782 Preferred language English

72. Corporate attorney, if applicable: Name Clarke Sugar

Phone 608-260-2481 E-mail csugar@axley.com

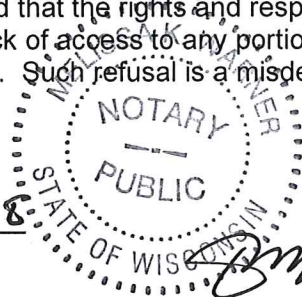
Read carefully before signing in front of a notary: Under penalty provided by law, the applicant states that the above information has been truthfully completed to the best of the knowledge of the signer. Signer agrees to operate the business according to law, and that the rights and responsibilities 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 16th day of MARCH, 2018

[Signature]

(Clerk/Notary Public)



[Signature]

(Officer of Corporation/Member of LLC/Partner/Sole Proprietor)

My commission expires is permanent

Clerk's Office checklist for complete applications

- | | | |
|--|---|--|
| <input checked="" type="checkbox"/> Orange sign
<input checked="" type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation)
<input checked="" 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 checked="" 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 checked="" type="checkbox"/> Lease
<input checked="" 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 _____