



# Liquor/Beer License Application

City of Madison Clerk  
210 MLK Jr Blvd, Room 103  
Madison, WI 53703

[licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)  
608-266-4601

Class A: ☐ Beer, ☐ Liquor, ☐ Cider  
Class B: ☒ Beer, ☒ Liquor,  
☐ Class C Wine

(Agenda Item Number)

652303

(Legistar file number)

LICB-2021-00134

(License number)

4

(Alder District #)

405

(Police Sector)

Office Use Only

## Section A – Applicant

- 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.  
Turnip the Beet LLC
- Trade Name (doing business as) Marigold Kitchen
- Address to be licensed 118 S. Pinckney St Madison, WI, 53703
- Mailing address 118 S. Pinckney St, Madison, WI, 53703
- Anticipated opening date June, 1, 2021
- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 1?  
☐ No ☒ Yes (explain)  
Owner / operator
- 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 receipts. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.

Downtown Madison breakfast & lunch cafe. Service of alcohol will include inside dining room and outside patio. Storage will include back kitchen dry-storage space contained within the building that Marigold Kitchen resides in. Receipts will be kept on the POS server within the restaurant.

9. Applicants for on-premises consumption only. Estimated capacity (patrons and employees):

Indoor: 80 Outdoor: 20

10. Describe existing parking and how parking lot is to be monitored.

All parking is in nearby parking ramps or  
on street parking

11. Was this premises licensed for the sale of liquor or beer during the past license year?

☐ No ☒ Yes, license issued to John Gadau (name of licensee)

### Section C—Corporate Information

This section applies to corporations, nonprofit organizations, and Limited Liability Companies only. Sole proprietorships and partnerships, skip to Section D.

12. Name of liquor license agent Kristy Heine

13. City, state in which agent resides Madison, WI

14. How long has the agent continuously resided in the State of Wisconsin? 43

15. Has the liquor license agent completed the responsible beverage server training course?

☒ No, but will complete prior to ALRC meeting ☐ Yes, date completed \_\_\_\_\_

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

Wisconsin, 2/9/2021

17. 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 | Kristy Heine | Madison, WI                 |
| Member | Clank Heine  | Madison, WI                 |
|        |              |                             |
|        |              |                             |

18. 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.

Ethan Miller

19. Is applicant a subsidiary of any other corporation or LLC?

☒ No ☐ Yes (explain) \_\_\_\_\_

20. 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

21. What type of establishment is contemplated?

- ☐ Tavern ☐ Nightclub ☒ Restaurant ☐ Liquor Store ☐ Grocery Store  
☐ Convenience Store without gas pumps ☐ Convenience Store with gas pumps  
☐ Other \_\_\_\_\_

22. 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

23. Hours of operation: please enter opening and closing times in the table below.

| Sunday  | Monday   | Tuesday  | Wednesday | Thursday | Friday   | Saturday |
|---|----------|----------|-----------|----------|----------|----------|
| 8 -00 am  | 8 -00 am | 8 -00 am | 8 -00 am  | 8 -00 am | 8 -00 am | 8 -00 am |
| (Class B only) Enter below any hours when food service will not be available, if applicable |          |          |           |          |          |          |
| 3 -00 pm  | 3 -00 pm | 3 -00 pm | 3 -00 pm  | 3 -00 pm | 3 -00 pm | 3 -00 pm |

## 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.*

24. Indicate any other product/service offered. \_\_\_\_\_

25. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. (Note: Non-alcoholic drinks are classified as "Food.") New establishments estimate percentages:

10 % Alcohol 90 % Food \_\_\_\_\_ % Other

If applicable, describe "Other": \_\_\_\_\_

Do you have written records to document the percentages shown? ☒ No ☐ Yes  
You may be required to submit documentation verifying the percentages indicated.

26. Do you plan to have live entertainment? ☒ No ☐ Yes—what kind? \_\_\_\_\_

If planned entertainment includes live music (except solo acoustic), a DJ, or a designated dance floor, please also complete an Entertainment License.

## Section F—Required Contacts and Filings

27. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted. ☐ No ☒ Yes

28. I understand that I am required to host an information session at least one week before the ALRC meeting. ☐ No ☒ Yes

29. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session. ☐ No ☒ Yes

30. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting. ☐ No ☒ Yes
31. I agree to contact the Deputy Clerk prior to the ALRC meeting. ☐ No ☒ Yes
32. I agree to contact the neighborhood association representative prior to the ALRC meeting. ☐ No ☒ Yes
33. I intend to operate under the alcohol license within 180 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
34. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864] ☐ No ☒ Yes
35. I understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in question 1, above. [phone 608-266-2776] ☐ No ☒ Yes
36. 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

37. This application is for the license period ending June 30, 20\_\_\_\_.
38. State Seller's Permit 4 5 6 - 1 0 3 0 5 3 9 1 3 0 - 0 2
39. Federal Employer Identification Number 86-1920752
40. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?
- Contact person Kristy Heine
- Business phone 608-469-2685 Business e-mail address KHeine4233@gmail.com
- Preferred language English

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.

41. Corporate attorney, if applicable: Name Ethan Miller
- Phone 608-291-7507 E-mail Etmiller@wrsalaw.com

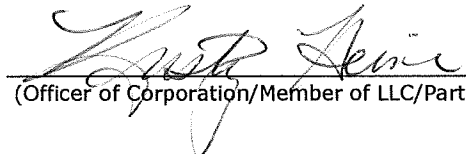
**NOTICE:** Completed application are due by noon of the third Monday (fourth, if the Clerk's office is closed on the third Monday) to get on the agenda for the proceeding months Alcohol License Review Committee. A completed application **must** be accompanied by the following items:

- ☒ Copy of State Seller's Permit (Not Business Tax Registration Certificate), ☒ Appointment of Agent (if Corp/LLC),  
☒ Member background investigation forms, ☒ Articles of Incorporation (if Corp/LLC), ☒ Floor Plans,  
☒ Copy of Lease, ☒ Business Plan, and ☒ Sample Menu (if applying for Class B license)

If required items are missing, the application will not be considered complete and will not be accepted by the Clerk's Office until all requirements are submitted. No exceptions are made.

**Read carefully before signing:** 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.

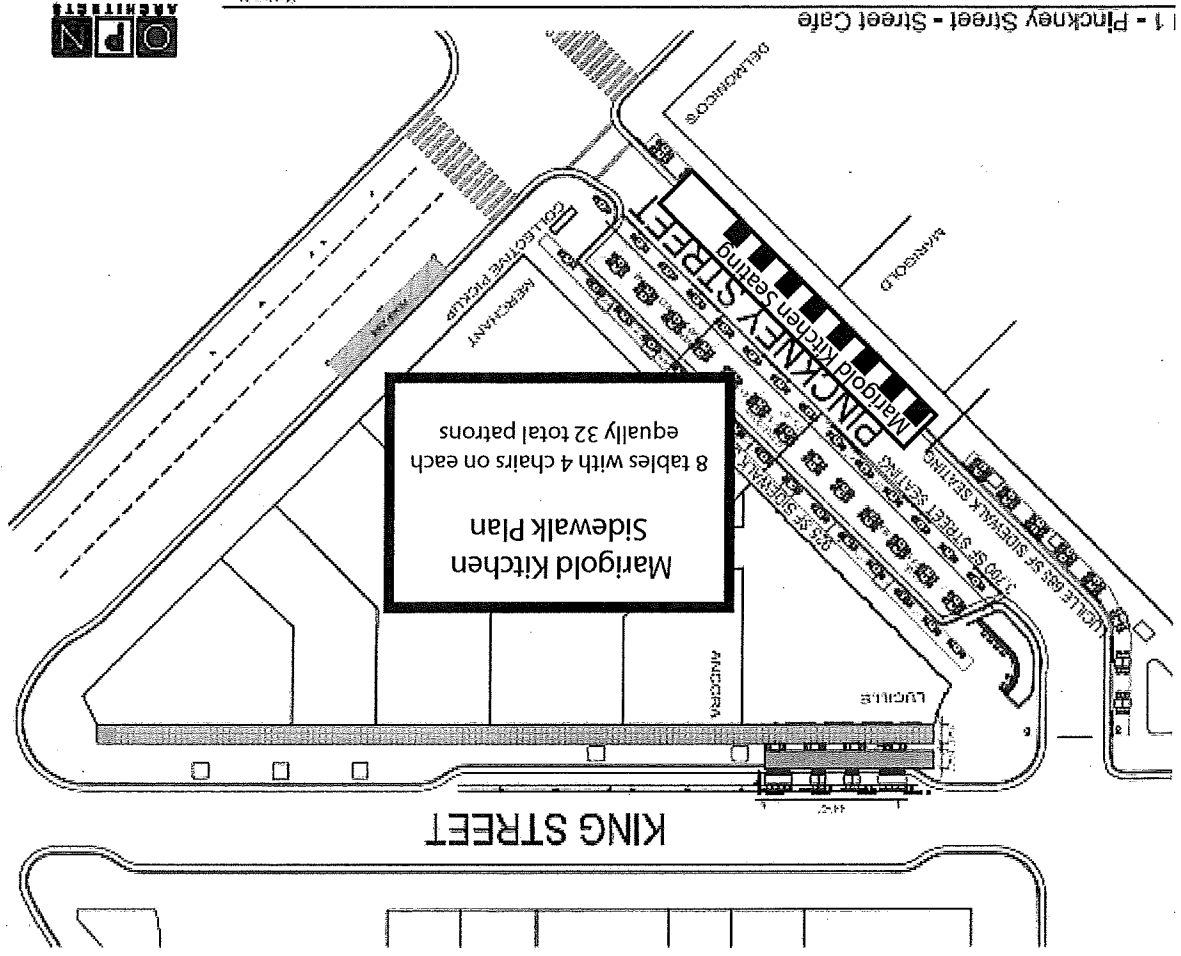
Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.

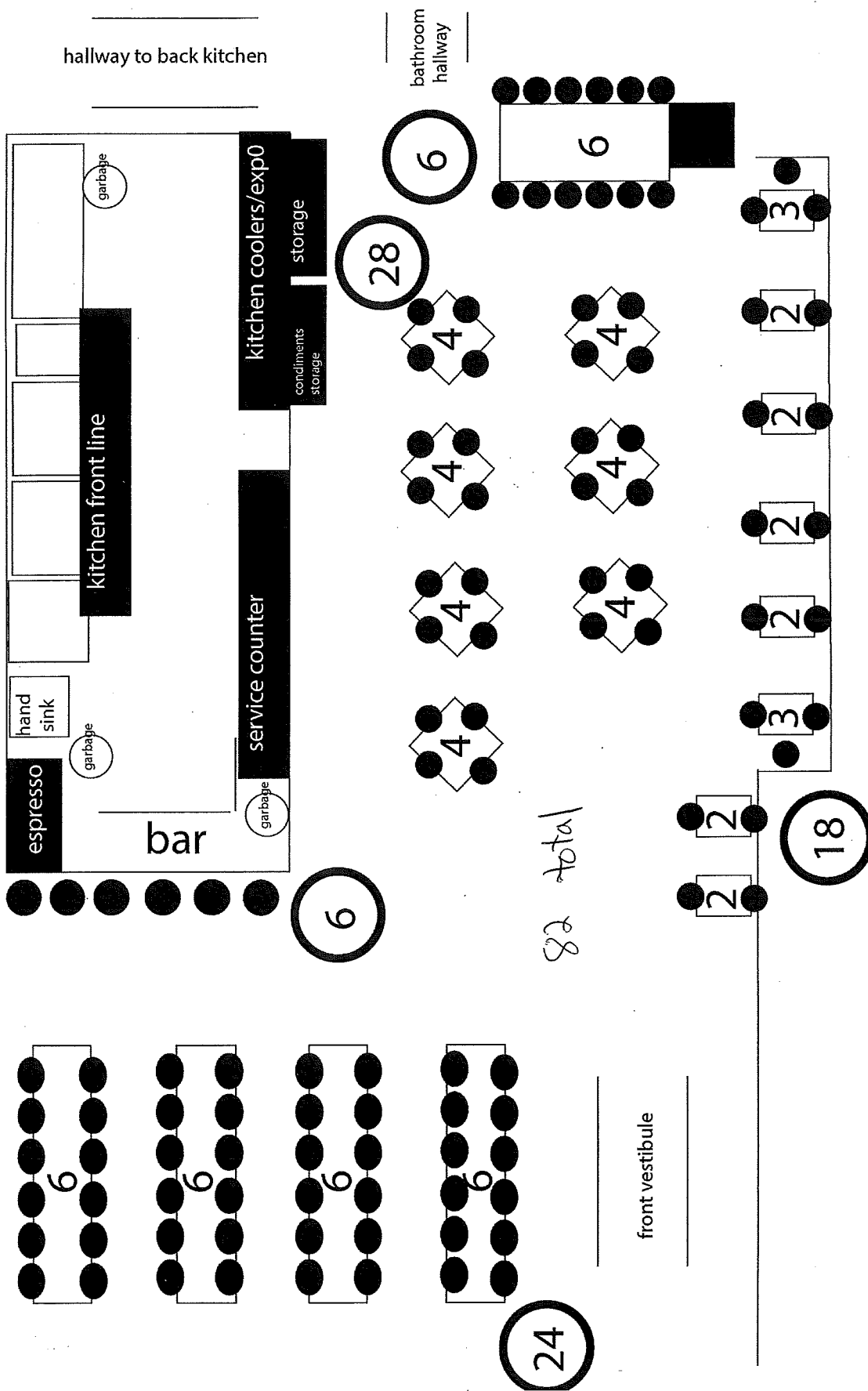
  
 (Officer of Corporation/Member of LLC/Partner/Sole Proprietor)

4-14-21  
 (Date)

| Clerk's Office checklist for complete applications  |   |   |
|---|---|---|
| <input type="checkbox"/> WI Seller's Permit Certificate<br>(matching articles of incorporation)<br><input type="checkbox"/> FEIN<br><input type="checkbox"/> Written description of premises  | <input type="checkbox"/> Background investigation form(s)<br><input type="checkbox"/> Form for surrender of previous license<br><input type="checkbox"/> *Articles of Incorporation<br><input type="checkbox"/> *Appointment of Agent<br>* Corporation/LLC only | <input type="checkbox"/> Floor Plans<br><input type="checkbox"/> Lease<br><input type="checkbox"/> Business Plan<br><input type="checkbox"/> **Sample Menu<br>** Class B only |
| <b>Upon Application Submission, the Clerk's Office issued to the application:</b><br><input type="checkbox"/> Orange sign <input type="checkbox"/> Orange business card<br><input type="checkbox"/> "Applying for a Liquor/Beer License in the City of Madison" brochure with contact information |   |   |
| Date complete application filed with Clerk's Office _____<br>Date of ALRC meeting _____ Date license granted by Common Council _____<br>Date provisional issued _____ Date license issued _____   |   |   |

1 - Pinckney Street - Street Cafe







FRESH



DAILY

# MARIGOLD KITCHEN

## FLAT TOP FAVES

pure Wisconsin maple syrup

**Blueberry Pancakes** orange almond butter  
full (5) 11 / short (2) 6

**Buttermilk Pancakes** whipped butter  
full (5) 10 / short (2) 5.5

**Lemon Ricotta Buckwheat Pancakes**   
whipped butter, blackberries  
full (5) 12 / short (2) 6

**French Toast** / 11 brioche, toasted almond, pastry cream,  
berry purée, fresh berries

## FARM FRESH EGGS

**Two \*Eggs Any Style** / 9.5 marigold potatoes or  
field mix; choice of toast / **add sausage or bacon +2.5**

**Marigold Breakfast Sandwich** / 9 fried \*egg, cheddar  
spiked boursin, bacon, tomato, green onion, ciabatta / **add  
marigold potatoes or field mix +3**

**Chile Poached \*Eggs** / 9.75 french rosemary toast,  
prosciutto, manchego

## OMELETTES / 13

marigold potatoes or field mix & choice of toast

**Zucchini & Goat Cheese** roasted red pepper,  
parmesan

**Chorizo & Sweet Corn Relish** cilantro, roasted  
red pepper, cheddar

**Ham & Gruyere** parsley, green onion

**Bacon & Spinach** roasted tomato, cream cheese,  
parmesan

## MORNING GLORIES

substitute tofu for eggs +2

**Marigold Breakfast Burrito** / 12 chorizo, cilantro,  
scrambled egg, cheddar, sweet potato, toasted pepita, black  
bean, roasted red pepper, chipotle mayo, salsa verde; green  
cabbage slaw

**Chilaquiles** / 13 guajillo braised chicken, cilantro,  
pickled red onion, corn tortilla chips, roja and verde salsa,  
chihuahua, cotija; sunny side up \*egg

**Avocado Toast** / 9.5 smashed avocado, grilled seed and  
grain bread, toasted pepita, cilantro, pickled red onion, cotija,  
chile oil, lemon and orange zest / **add single \*egg +2**

**Huevos Rancheros** / 12 two sunny side up \*eggs,  
avocado, roja and verde salsa, corn tortilla, black bean, cilantro,  
radish, jalapeno / **add chorizo +1.5**

**Duck Confit Hash** / 13 new potato, caramelized onion,  
fresh herbs; field mix, two \*eggs

**Roasted Sweet Potato, Kale & Pesto Hash** / 12   
carrot, celery, new potato, caramelized onion, basil-walnut  
pesto; field mix, two \*eggs

**Stuffed Poblano Peppers** / 13 hominy corn, quinoa,  
green onion, cilantro, chihuahua, queso fresco, salsa roja;  
corn tortillas, two \*eggs

**Tofu Scramble** / 11 red pepper, scallion, black bean,  
corn tortilla strips, salsa roja; field mix

## SAMMIES served after 11

red cabbage slaw / field mix +2 / small soup +3

**Guajillo Braised Chicken** / 12 chipotle mayo, green  
cabbage slaw, chihuahua, ciabatta

**Roasted Turkey, Bacon & Pesto** / 14 tomato, romaine,  
cheddar, basil-walnut pesto, ciabatta

**Tuna Giardiniera Melt** / 14 tomato, pecorino, provolone,  
seed and grain bread; open faced, topped with petite  
arugula and pickled red onion

**Mango Chutney Chicken Salad** / 11.5 house made  
pickle, tomato, cheddar, romaine, seed and grain bread

**Hot Ham & Swiss** / 13 stone ground mustard, tomato,  
romaine, \*aioli, sourdough

**Salumi** / 12 spicy capicola, salami, ham, \*aioli, provolone  
cheese, frisée, pickled vegetable and olive relish, ciabatta

**Thai Beet & Apple** / 11 smashed garbanzo bean,  
carrot, red onion, red curry peanut dressing, arugula, ciabatta

## CRISP GREENS served after 11

add grilled chicken +4 / \*salmon +6

**Grilled Chicken & Plumped Apricot** / 14  
red onion, orange, candied pecan, arugula, goat cheese,  
champagne vinaigrette / **sub salmon +2**

**Ruby Red Grapefruit & Candied Citrus Salad** / 14  
avocado, queso fresco, toasted pepita, red onion, arugula,  
frisée, chipotle-orange vinaigrette

**Roasted Poblano & Spinach** / 12 frisée, cilantro,  
shaved carrot, pickled red onion, toasted pepita, cotija,  
roasted poblano buttermilk dressing

## SIDES

Marigold Potatoes / 4 Avocado / 1.5  
Single \*Egg / 2 Fruit / 5  
Bacon / 4 Field Mix Greens / 4  
Sausage / 4

## TOAST

one slice 2 / two slices 3  
rosemary, sourdough, or wheat  
gluten free +50¢

## SOUP

small 5 / large 6  
with choice of toast

HOUSE MADE  
ORDER

118 South Pinckney Street Madison, Wisconsin 53703 / 608 661 5559 / marigoldkitchen.com **ONLINE**

\*Eggs served sunny-side-up, over easy, soft boiled or poached may be under cooked and will only be served upon the consumer's request.  
Consuming raw or under-cooked meat, poultry, seafood, shellfish or eggs may increase your risk of food borne illness.