

From: [Chris Welch](#)
To: [licensing](#)
Subject: Replace info for ARLC meeting tonight
Date: Wednesday, September 29, 2021 3:28:00 PM
Attachments: [New.update.docx](#)

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To the City Clerks,

I have a meeting tonight for the ALRC, as we are a new applicate. I have an updated Supplemetal document I would like to replace. The old one is not complete, so please delete the old one and replace with this new one.

Classic Arcade LLC DBA Aftershock Arcade
File # 67109
Agenda #5

Please replace the SUPPLEMETAL.PDF with this new one, attached as NEW.UPDATE

Thanks,
Chris

Sample Menu

For Aftershock's drink menu, we will be concentrating on Beer, Liquor and cocktails. Below is a brief description of what we plan on doing in each category:

Beer

We will be running a digital menu program called "Digital Pour" that features all of our tap lines. This info will appear on one TV screen and show the style, price and volume. Since we are neighbors with *Parched Eagle*, we have made a conscience choice to have a limited tap system to only 8 beers.

The remaining beer selection will be mostly 12oz and 16oz cans that will be poured into glasses for the customer. For a fun promotion, we will also be giving the customers "can coozies," as something for them to take home.



Liquor

For our expanded liquor menu, we would offer a 3 tiered color system of prices: Rail (\$4.00) , Call (\$6.00) and Premium (\$8 and above). The 3 colors system will be for our all the liquor we offer to keep it simple for our customers. We would carry every local and Wisconsin distiller that is currently in the market as well.

We would also create 8 to 10 signature cocktails, depending on the featured liquor brand of the month. Specialty cocktails would include coffee drinks, slushie blends, classic cocktails and high tier liquors served on the rocks.

Example :

- DRINKS -

SPECIALTY DRINKS

SEASONAL COCKTAILS

SANGRIA SPRITZ	\$10.00
Rosé, Cointreau, elderflower liqueur, and lemon.	
MIDSUMMER G & T	\$9.00
Hendricks Limited Release Orbium gin, Pinckney Bend tonic, hibiscus, club, and lime.	

PUCKER UP	\$9.50
Grapefruit vodka, peach schnapps, grapefruit juice, and lemonade.	

FOR THE COFFEE LOVER

BOURBON CREAM COFFEE	\$7.50
Hot, freshly brewed coffee and Kentucky Bourbon Cream Whiskey. + Add flavor shot for 50¢ (Vanilla, Hazelnut, or Caramel).	
KATHLEEN'S CAFFEINE	\$7.50
Iced coffee and Kentucky Bourbon Cream Whiskey. + Add flavor shot for 50¢ (Vanilla, Hazelnut, or Caramel).	
FLOATING YODA	\$8.00
Kahlua, vodka, splash of milk, and a Floating Yoda in the form of mint chocolate chip ice cream.	

FOR THE SWEET TOOTH

SNICKERTINI	\$10.00
Life is short! Drink dessert first with this combo of dark chocolate liqueur, caramel, Bailey's, and whipped cream vodka.	
AFTER SCHOOL SNACK	\$9.00
Citrus vodka, orange liqueur, and a splash of lemonade and lemon-lime soda, garnished with a retro rocket pop!	
CANDYLAND	\$7.50
Vodka, apple pucker, a splash of OJ, cranberry juice, and cola, served in a Capri Sun.	
CREAMSICLE	\$8.00
Whipped cream vodka, orange liqueur, OJ, and lemon-lime soda. Tastes just like it sounds – for the adult kid in you!	
NUKA COLA	\$8.00
Kraken spiced rum, whipped cream vodka, cola, and lime. So rad you'll Fallout of your chair.	
PRETTY PRETTY PRINCESS	\$8.50
Gin, grenadine, and pineapple and grapefruit juices, garnished with your very own candy bracelet.	
WHIPPED PEACH	\$8.00
Whipped cream vodka, peach schnapps, amaretto, and soda.	

THIRST-QUENCHERS

DIRTY Q	\$7.50
Muddled cucumber with cucumber-infused vodka, club soda, lemonade, and lime.	
PIECES PATIO COCKTAIL	\$7.50
Blueberry lemonade-infused Cruzan rum and sugar cane lemonade topped with in-house blueberry compote.	
WHISKEY BUSINESS	\$8.00
Four Roses Bourbon, grapefruit and lemon juices, and simple syrup.	
COCONUT MOJITO	\$8.00
Fresh mint, lime, Malibu coconut rum, Bacardi white rum, and club soda.	

FOR THE ADVENTURER

JACK AND A GINGER	\$7.50
Jack Daniels whiskey, ginger beer, and lemon juice.	
AUNT MARC	\$9.00
Tequila, triple sec, lemon and lime juice. Flavor it! Mango, pineapple, or strawberry	+0.50
OUT FOR BLOOD	\$9.00
A bold twist on the classic Old Fashioned- rye whiskey, citrus bitters, and blood orange.	
PLAYING DIRTY MARTINI	\$10.00
Beefeater gin, dry vermouth, and olive juice. Served with olives and good luck to the drinker. (Tito's vodka can be substituted for gin.)	
LET'S GET SMASHED MARTINI	\$10.00
No mixers! Pineapple-infused whiskey, whipped cream vodka, and orange liqueur with a pina colada sugared rim.	

DRAFT BEER

URBAN CHESTNUT ZWICKEL	\$6.00
Bavarian Lager [5.1%]	
URBAN CHESTNUT BUSHELHEAD	\$6.50
Traditional Cider [7.2%]	
CIVIL LIFE AMERICAN BROWN	\$7.00
Brown Ale [4.8%]	
BOULEVARD UNFILTERED WHEAT	\$7.00
Unfiltered Wheat Ale [4.4%]	
4 HANDS INCARNATION	\$7.00
India Pale Ale [7%]	
HEAVY RIFF LOVE GUN	\$6.50
Cream Ale [4.6%]	
ROTATING HANDLE	MP

BOTTLES & CANS

SCHLAFLY PALE ALE	\$5.00
English Pale Ale (12 oz Bottle) [4.4%]	
UCBC SCHNICKELFRITZ	\$6.50
Hefeweizen (16 oz Can) [5%]	
4 HANDS CITY WIDE	\$6.50
American Pale Ale (16 oz Can) [5.5%]	
O'DELL SIPPIN' PRETTY	\$6.00
Fruited Sour Ale (12 oz Can) [4.5%]	
2ND SHIFT BREWING ART OF NEUROSIS	\$7.50
India Pale Ale (16 oz Can) [7.7%]	
SIX MILE BRIDGE IRISH RED	\$7.00
Irish Red Ale with Honey (16oz can) [5.5%]	
CRABBIE'S ORIGINAL GINGER BEER	\$5.50
Alcoholic Ginger Beer (12 oz Bottle) [4.8%]	
BUD LIGHT (12/25 oz Can)	\$3.50/\$6.50
WELLBEING NON-ALCOHOLIC BEER	\$5.00

Hey! We have SHOTS! Ask your Game Navigator about our selection, including the infamous Loser Shot!

WINE

HOUSE RED	\$8.00
HOUSE WHITE	\$8.00
SPARKLING ROSE	\$7.00

WHISKEY/SCOTCH

REDEMPTION RYE	\$7.00
JOHNNIE WALKER BLACK	\$7.00
MAKER'S MARK	\$8.00
GLENLIVET 12 YEAR	\$9.00
LAPHROAIG 10 YEAR	\$10.00
LAGAVULIN 16 YEAR	\$12.00

NON-ALCOHOLIC

BOTTOMLESS PURE SUGAR CANE SODA	\$3.50
Cola, Diet, Root Beer, Ski, Ginger Ale, Lemon Lime, Lemonade, or Cranberry	
BOTTOMLESS ICED TEA (Sweet or Unsweetened)	\$3.00
BOTTOMLESS COFFEE	\$3.75
Unlimited coffee roasted by our sister company, Protagonist Cafe! + Add flavor shot for 50¢ (Vanilla, Hazelnut, or Caramel).	

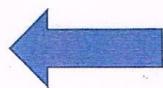
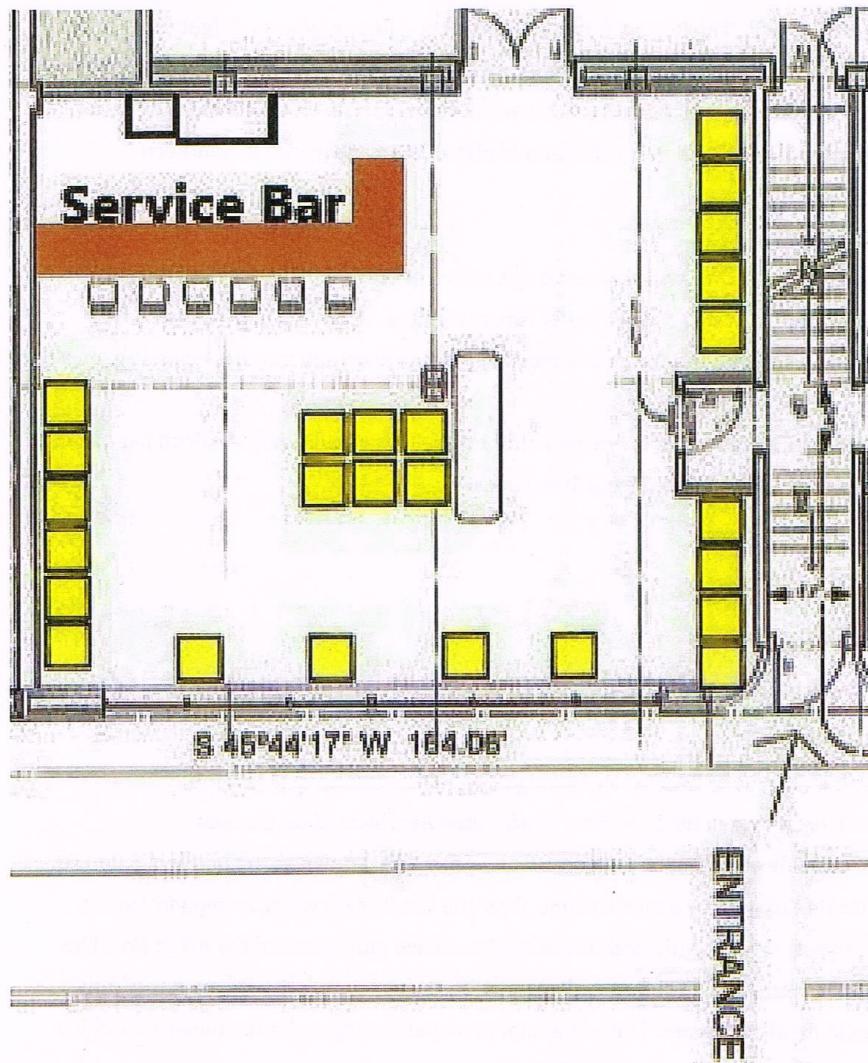
HOT CHOCOLATE	\$4.00
Vanilla and hazelnut flavors with almond milk and marshmallows.	
ICED COFFEE	\$3.75
Add dairy creamer or almond milk for no extra charge. + Add flavor shot for 50¢ (Vanilla, Hazelnut, or Caramel).	
BIG HEART TEA (HOT)	\$3.00
Edith Grey, Royal TreatMint, Cup of Sunshine	

MOCKTAILS

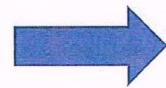
BLUEBERRY LEMONADE	\$3.75
Lemonade topped with in-house blueberry compote.	
CUCUMBER CLUB	\$3.75
Muddled cucumbers, lime juice, and club soda.	
CRANBERRY PIZZAZZ	\$4.00
Muddled orange, simple syrup, ginger, and cranberries.	
HIBISCUS LIMEADE	\$4.00
Hibiscus simple syrup, lime juice, in-house sour mix, and club soda.	

1444 East Washington Ave, Suite #102

- Current site of *Maria's Bar*
- Yellow blocks represent Arcade Machines



East Washington Ave



1. Executive Summary

This is a proposal for *Aftershock Classic Arcade*, a fully licensed bar and playable Arcade Museum that features over 25 classic games. The 800 sq. ft bar will serve beer, liquor, wine and light snacks, just like a normal tavern. All games are set to collect coins or dollars for play.

Aftershock Classic Arcade will also serve as a storefront for the resale of refurbished games for the home market, as well as offer repair services. There is a large demand for working arcade games, but no “brick and mortar” place to shop and purchase classic games.

With Arcade games as our focus, we will offer everything a traditional Madison bar has to offer, plus the revenue generated from 25 games.

2. Location

We have a lease drawn for 1444 East Washington Ave, located on the near downtown/eastside of Madison. This location was formerly known as *Maria's Bar*. Over the last 3 years we have been fortunate enough to know and work with landlord, who also owned and operated the *Art In Bar*. This past January he retired, giving us a turnkey functioning bar, complete with an empty music hall that could fit all our games. There is a total of 68 parking spots for the business and it is located on one of the busiest streets in Madison.

