

**ALCOHOL LICENSING COMMITTEE AGENDA  
CITY OF FOND DU LAC, WISCONSIN**

March 31, 2014  
4:00 p.m.

**Meeting Rooms D & E**  
City-County Government Center

160 South Macy Street  
Fond du Lac, Wisconsin

**I. OPENING CEREMONIES**

- A. Attendance
- B. Declaration Quorum Present

**II. ELECTION**

Officers of the Alcohol Licensing Committee

- 1) Chairperson
- 2) Vice-Chairperson

**III. APPROVAL OF MINUTES**

February 24, 2014

**IV. REPORTS OF OFFICERS**

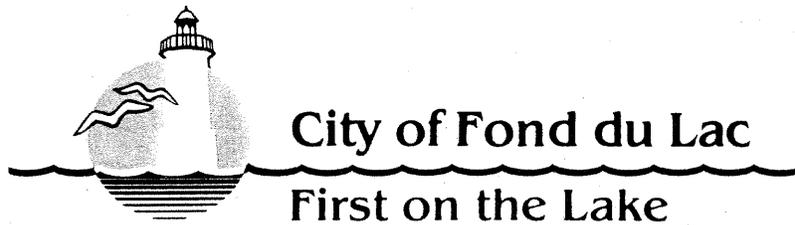
**A. REVIEW DELIBERATE AND MAKE RECOMMENDATIONS ON  
APPLICATION FOR NEW "CLASS B" INTOXICATING LIQUOR AND  
CLASS "B" FERMENTED MALT BEVERAGE LICENSE**

Limited Liability Co: Gilmores, LLC  
Agent: James Hoepfner  
Home Address: 790 Ruggles St  
Fond du Lac, WI 54935  
d/b/a: Gilmores LLC  
Location of Premises: 232 N Main Street  
City Council Meet Date: April 9, 2014

**B. REVIEW DELIBERATE AND MAKE RECOMMENDATIONS ON  
APPLICATION FOR NEW "CLASS B" INTOXICATING LIQUOR AND  
CLASS "B" FERMENTED MALT BEVERAGE LICENSE**

Limited Liability Co: Walker and Koepke Restaurant Group LLC  
Agent: David Koepke  
Home Address: 229 E 2<sup>nd</sup> St  
Fond du Lac, WI 54935  
d/b/a: The Green Dragon  
Location of Premises: 156 Western Ave  
City Council Meet Date: April 9, 2014

**V. ADJOURN**



# Alcohol Licensing Committee

Mar. 31, 2014

4:00 P.M.

**ALCOHOL LICENSING COMMITTEE MINUTES  
CITY OF FOND DU LAC, WISCONSIN**

February 24, 2013  
4:00 P.M.

Meeting Rooms D&E  
City-County Government Center

160 South Macy Street  
Fond du Lac, Wisconsin

**OPENING CEREMONIES**

ROLL CALL: Present: - J. Geoffrey Bares  
Lee Ann Lorrigan  
Kerry Ann Strupp  
Tyler Vorpagel

Absent: - Shawn Anhalt  
Ray Lapierre (excused)  
David Hopper (excused)

Administrative Staff: - Wayne Rollin, Dir of Comm Devel  
Chad Wade, Assistant City Attorney  
Steve Klein, Asst. Police Chief  
of Operations

Deputy City Clerk Margaret Hefter declared a quorum present.

**APPROVAL OF MINUTES**

**December 30, 2013**

Motion made by Lorrigan to approve the minutes of the  
December 30, 2013 Alcohol Licensing Committee meeting  
as presented.

Seconded by Strupp.

ROLL CALL VOTE: Aye - Bares, Lorrigan, Strupp,  
Vorpagel  
Nay - None

Carried.

**REPORTS OF OFFICERS**

**REVIEW DELIBERATE AND MAKE RECOMMENDATIONS ON APPLICATION FOR  
NEW "CLASS B" INTOXICATING LIQUOR AND CLASS "B" FERMENTED MALT  
BEVERAGE LICENSE**

**ALCOHOL LICENSING COMMITTEE MINUTES**

February 24, 2014

Page 2

Limited Liability Co: Mexico Lindo Night Club, LLC  
Agent: Miquel Ayala  
Home Address: W7014 Saturn Drive  
Fond du Lac, WI 54937  
d/b/a: Mexico Lindo Night Club, LLC  
Location of Premises: 239 W Scott Street  
City Council Meet Date: March 12, 2014

Appeared in Support and to Ask/Answer Questions:

Neptal Hernandez Barragan, 270 Grand Ct., Fond du Lac

Motion made by Bares to recommend to City Council  
**Denial** of New "Class B" Intoxicating Liquor and Class  
"B" Fermented Malt Beverage License.

Seconded by Vorpapel.

ROLL CALL VOTE: Aye - Bares, Strupp, Vorpapel  
Nay - Lorrigan

Carried.

**ADJOURN**

Motion made by Vorpapel to adjourn.

Seconded by Bares.

ROLL CALL VOTE: Aye - Bares, Lorrigan, Strupp,  
Vorpapel  
Nay - None

Carried.

Meeting adjourned at 4:45 p.m.

MARGARET HEFTER  
DEPUTY CITY CLERK

MH/maa

# ***CITY OF FOND DU LAC - Memorandum***

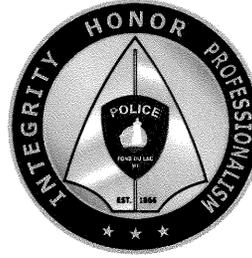
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**City Clerk's Office**

**Date:** March 27, 2014  
**To:** Alcohol License Committee  
**From:** Sue L. Strands, City Clerk  
**Re:** 2013-2014 "Class B" Intoxicating Liquor and Class "B"  
Fermented Malt Beverage Application

## **"CLASS B" INTOXICATING LIQUOR AND CLASS "B" FERMENTED MALT BEVERAGE:**

**Limited Liability Co:** Gilmores LLC  
**Agent:** James Hoepfner  
**Home Address:** 790 Ruggles St  
Fond du Lac, WI 54935  
**d/b/a:** Gilmores LLC  
**Location of Premises:** 232 N Main Street



# Memo

**To:** City Manager Moore

**From:** Chief Lamb

**Date:** 03-25-14

**Re:** Proposed Class B Combination License, Gilmores LLC., 228 & 232 N Main Street

On March 21, 2014, Assistant Chief Klein, Fire Chief O'Leary, Community Development Director Wayne Rollin, Deputy City Clerk Maggie Heffer, Association of Commerce CEO Joe Reitemeier and Amy Hanson from the DFP met with the listed applicant, James Hoepfner to discuss his application for the proposed license for Gilmores LLC, located at 228 and 232 N Main Street.

Mr. Hoepfner is looking to purchase Gilmores LLC. from the current owner and license holder, Brian Fox. Gilmores LLC. operates both Fox's Den tavern and Gilmores liquor store under a Class B license. The businesses are adjoining to one another and have been licensed establishments for a number of years with no concerns noted by law enforcement.

Mr. Hoepfner indicated that he would be purchasing the businesses, but that the properties are still owned by Donald Waldschmidt. He indicated there will not be any major changes to either location and that it was a turnkey sale. Mr. Hoepfner will be the owner of the business, but plans on keeping the current long time manager on to help manage the day to day operations, as Mr. Hoepfner does hold another full-time job. Mr. Hoepfner has been job shadowing with the current owner Mr. Fox for the past 4-6 months.

Assistant Chief Klein emphasized the City's expectations of being a licensed agent and the importance of being a "good neighbor" with the applicant.

Background checks were performed on the applicant, both in-house and NCIC/CIB. There is nothing in the applicant's background that would preclude him from obtaining the requested license. The Police Department has no objections to the approval of the proposed license request and recommends approval.

# ORIGINAL ALCOHOL BEVERAGE RETAIL LICENSE APPLICATION

Submit to municipal clerk.

For the license period beginning 4-10 20 14 ;  
ending 6-30 20 14

TO THE GOVERNING BODY of the:  Town of } FOND DU LAC  
 Village of }  
 City of }

County of FOND DU LAC Aldermanic Dist. No. \_\_\_\_\_ (if required by ordinance)

1. The named  INDIVIDUAL  PARTNERSHIP  LIMITED LIABILITY COMPANY  
 CORPORATION/NONPROFIT ORGANIZATION

hereby makes application for the alcohol beverage license(s) checked above.

2. Name (individual/partners give last name, first, middle; corporations/limited liability companies give registered name): GILMORES LLC

An "Auxiliary Questionnaire," Form AT-103, must be completed and attached to this application by each individual applicant, by each member of a partnership, and by each officer, director and agent of a corporation or nonprofit organization, and by each member/manager and agent of a limited liability company. List the name, title, and place of residence of each person.

Title	Name	Home Address	Post Office & Zip Code
President/Member	<u>JAMES G. HOEPFNER</u>	<u>790 RUBBLES ST. FOND DU LAC WI, 54935</u>	
Vice President/Member			
Secretary/Member			
Treasurer/Member			
Agent	<u>JAMES G. HOEPFNER</u>		
Directors/Managers			

3. Trade Name GILMORES LLC Business Phone Number (920) 922-1124  
4. Address of Premises 232 N. MAIN Post Office & Zip Code 54935

5. Is individual, partners or agent of corporation/limited liability company subject to completion of the responsible beverage server training course for this license period? .....  Yes  No
6. Is the applicant an employe or agent of, or acting on behalf of anyone except the named applicant? .....  Yes  No
7. Does any other alcohol beverage retail licensee or wholesale permittee have any interest in or control of this business? .....  Yes  No
8. (a) Corporate/limited liability company applicants only: Insert state WI and date 2/2014 of registration.  
(b) Is applicant corporation/limited liability company a subsidiary of any other corporation or limited liability company? .....  Yes  No  
(c) Does the corporation, or any officer, director, stockholder or agent or limited liability company, or any member/manager or agent hold any interest in any other alcohol beverage license or permit in Wisconsin? .....  Yes  No
- (NOTE: All applicants explain fully on reverse side of this form every YES answer in sections 5, 6, 7 and 8 above.)

9. Premises description: Describe building or buildings where alcohol beverages are to be sold and stored. The applicant must include all rooms including living quarters, if used, for the sales, service, and/or storage of alcohol beverages and records. (Alcohol beverages may be sold and stored only on the premises described.) see attached

10. Legal description (omit if street address is given above): 232 + 228 N MAIN

11. (a) Was this premises licensed for the sale of liquor or beer during the past license year? .....  Yes  No  
(b) If yes, under what name was license issued? GILMORES LIQUOR MART / FOX'S DEN
12. Does the applicant understand they must file a Special Occupational Tax return (TTB form 5630.5) before beginning business? [phone 1-800-937-8864] .....  Yes  No
13. Does the applicant 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] .....  Yes  No
14. Does the applicant understand that they must purchase alcohol beverages only from Wisconsin wholesalers, breweries and brewpubs? .....  Yes  No

**READ CAREFULLY BEFORE SIGNING:** Under penalty provided by law, the applicant states that each of the above questions has been truthfully answered to the best of the knowledge of the signers. Signers agree to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. (Individual applicants and each member of a partnership applicant must sign; corporate officer(s), members/managers of Limited Liability Companies must sign.) Any lack of access to any portion of a 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 25th day of FEBRUARY, 20 14

[Signature]  
(Officer of Corporation/Member/Manager of Limited Liability Company/Partner/Individual)

[Signature]  
(Clerk/Notary Public)

\_\_\_\_\_  
(Officer of Corporation/Member/Manager of Limited Liability Company/Partner)

My commission expires 9-27-2015

\_\_\_\_\_  
(Additional Partner(s)/Member/Manager of Limited Liability Company if Any)

## TO BE COMPLETED BY CLERK

Date received and filed with municipal clerk <u>2-25-14</u>	Date reported to council/board <u>4-9-14</u>	Date provisional license issued	Signature of Clerk / Deputy Clerk
Date license granted	Date license issued	License number issued <u>14-4408</u>	

CL-2491

11965

# AUXILIARY QUESTIONNAIRE ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk.

Individual's Full Name (please print) (last name)		(first name)	(middle name)	
HOEPEWER		JAMES	GERARD	
Home Address (street/route)	Post Office	City	State	Zip Code
790 RUGGLES ST.		FOND DU LAC	WI	54935
Home Phone Number	Age	Date of Birth	Place of Birth	
(920) 979-8834				

The above named individual provides the following information as a person who is (check one):

- Applying for an alcohol beverage license as an individual.
- A member of a partnership which is making application for an alcohol beverage license.
- \_\_\_\_\_ of \_\_\_\_\_  
(Officer/Director/Member/Manager/Agent) (Name of Corporation, Limited Liability Company or Nonprofit Organization)

which is making application for an alcohol beverage license.

The above named individual provides the following information to the licensing authority:

- How long have you continuously resided in Wisconsin prior to this date? 40 YEARS
- Have you ever been convicted of any offenses (other than traffic unrelated to alcohol beverages) for violation of any federal laws, any Wisconsin laws, any laws of any other states or ordinances of any county or municipality?  Yes  No  
If yes, give law or ordinance violated, trial court, trial date and penalty imposed, and/or date, description and status of charges pending. (If more room is needed, continue on reverse side of this form.)
- Are charges for any offenses presently pending against you (other than traffic unrelated to alcohol beverages) for violation of any federal laws, any Wisconsin laws, any laws of other states or ordinances of any county or municipality?  Yes  No  
If yes, describe status of charges pending.
- Do you hold, are you making application for or are you an officer, director or agent of a corporation/nonprofit organization or member/manager/agent of a limited liability company holding or applying for any other alcohol beverage license or permit?  Yes  No  
If yes, identify. \_\_\_\_\_  
(Name, Location and Type of License/Permit)
- Do you hold and/or are you an officer, director, stockholder, agent or employe of any person or corporation or member/manager/agent of a limited liability company holding or applying for a wholesale beer permit, brewery/winery permit or wholesale liquor, manufacturer or rectifier permit in the State of Wisconsin?  Yes  No  
If yes, identify. \_\_\_\_\_  
(Name of Wholesale Licensee or Permittee) (Address By City and County)

6. Named individual must list in chronological order last two employers.

Employer's Name <u>(FIRE DEPT) CITY OF FOND DU LAC</u>	Employer's Address <u>815 S. MAIN ST</u>	Employed From <u>1997</u>	To <u>PRESENT</u>
Employer's Name	Employer's Address	Employed From	To

The undersigned, being first duly sworn on oath, deposes and says that he/she is the person named in the foregoing application; that the applicant has read and made a complete answer to each question, and that the answers in each instance are true and correct. The undersigned further understands that any license issued contrary to Chapter 125 of the Wisconsin Statutes shall be void, and under penalty of state law, the applicant may be prosecuted for submitting false statements and affidavits in connection with this application.

Subscribed and sworn to before me

this 25th day of FEB, 20 14  
[Signature]  
(Clerk/Notary Public)

[Signature]  
(Signature of Named Individual)

My commission expires 9-27-2015



**SCHEDULE FOR APPOINTMENT OF AGENT BY CORPORATION/NONPROFIT ORGANIZATION OR LIMITED LIABILITY COMPANY**

Submit to municipal clerk.

All corporations/organizations or limited liability companies applying for a license to sell fermented malt beverages and/or intoxicating liquor must appoint an agent. The following questions must be answered by the agent. The appointment must be signed by the officer(s) of the corporation/organization or members/managers of a limited liability company and the recommendation made by the proper local official.

To the governing body of:  Town  Village of FOND DU LAC County of FOND DU LAC  
 City

The undersigned duly authorized officer(s)/members/managers of GILMORES LLC  
(registered name of corporation/organization or limited liability company)

a corporation/organization or limited liability company making application for an alcohol beverage license for a premises known as GILMORES LLC  
(trade name)

located at 232 N. MAIN ST

appoints JAMES G. HOEPFNER  
(name of appointed agent)

790 RUBBLES ST FOND DU LAC WI, 54935  
(home address of appointed agent)

to act for the corporation/organization/limited liability company with full authority and control of the premises and of all business relative to alcohol beverages conducted therein. Is applicant agent presently acting in that capacity or requesting approval for any corporation/organization/limited liability company having or applying for a beer and/or liquor license for any other location in Wisconsin?

Yes  No If so, indicate the corporate name(s)/limited liability company(ies) and municipality(ies).

Is applicant agent subject to completion of the responsible beverage server training course?  Yes  No

How long immediately prior to making this application has the applicant agent resided continuously in Wisconsin? 40 years

Place of residence last year 790 RUBBLES ST

For: GILMORES LLC  
(name of corporation/organization/limited liability company)

By: [Signature]  
(signature of Officer/Member/Manager)

And: \_\_\_\_\_  
(signature of Officer/Member/Manager)

**ACCEPTANCE BY AGENT**

I, JAMES G. HOEPFNER, hereby accept this appointment as agent for the  
(print/type agent's name)

corporation/organization/limited liability company and assume full responsibility for the conduct of all business relative to alcohol beverages conducted on the premises for the corporation/organization/limited liability company.

[Signature] \_\_\_\_\_  
(signature of agent) (date) Agent's age \_\_\_\_\_

790 RUBBLES ST. \_\_\_\_\_  
(home address of agent) Date of birth [Redacted]

**APPROVAL OF AGENT BY MUNICIPAL AUTHORITY  
(Clerk cannot sign on behalf of Municipal Official)**

I hereby certify that I have checked municipal and state criminal records. To the best of my knowledge, with the available information, the character, record and reputation are satisfactory and I have no objection to the agent appointed.

Approved on 03/21/14 by [Signature] Title ASST. CHIEF OF POLICE  
(date) (signature of proper local official) (town chair, village president, police chief)

## Premises Description

The description of Gilmore's Liquor Mart located at 232 North Main Street in Fond du Lac, WI are as follows:  
The building is 40 X 60, 2400 square feet. Alcohol will sold, stored and served in the retail area (first floor), Basement and mini room. The mini room is the addition located on the North West corner of the building (liquor store) and is 15 X 20 or 300 square feet. The total square footage is 5100 square feet.

The description of Fox's Den located at 228 North Main Street in Fond du Lac, WI are as follows:  
The building is 22 X 60. Alcohol will be sold, stored and served in the bar (first floor) and basement. The total square footage is 2640.

CITY OF FOND DU LAC, WISCONSIN

SURRENDER OF ALCOHOL BEVERAGE LICENSE

This is to advise that, as licensee, I (We) hereby surrender a Combination "Class A" And "Class B" Intoxicating Liquor & Class "A" And Class "B" Fermented Malt Beverage license for the premise located at 232 N MAIN & 228 N MAIN, on the condition that it be granted to the applicant (future licensee).

Gilmores Liquor Mart, LLC, d/b/a Gilmores Liquor Mart Fox's Den  
(Current licensee) (Current business name)

and GILMORES, LLC, as applicant, make a (Future licensee) concurrent application for that license.

Licensee/Applicant Information

CURRENT LICENSEE

Please print the following information:

Name Brian J Fox  
Home Address 105 MAIN ST PO BOX 53  
City W4 Calvary WI 53057  
Phone (920) 251 2564  
Signature [Signature] Date 01/29/14

NEW APPLICANT FUTURE LICENSEE

Please print the following information:

Name JAMES G. HOEPFNER  
Home Address 790 RUBBLES  
City FOND DU LAC WI 54935  
Phone (920) 979-8834  
Signature [Signature] Date 01/29/14

## **Business Plan for Gilmores, LLC**

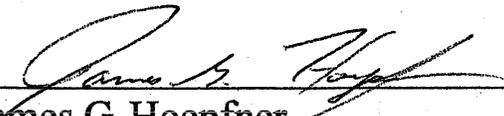
This business plan will include Gilmore's Liquor Mart located at 232 North Main Street and Fox's Den located at 228 North Main Street in Fond du Lac, WI.

The business plan for Gilmore's Liquor Mart will not change from the current operation. We will continue to offer the same goods, services and hours. The volume of sales is expected to continue at an estimated value of \$1,000,000.00 The net profit range will be \$20,000.00 to \$50,000.00. The hours of operation will continue to be Monday through Sunday, 9 a.m. to Midnight, including holidays.

The business plan for Fox's Den will not change. We will continue operating as it is currently. The hours of operation will be Monday through Friday 6 a.m. to 2 a.m. Saturday and Sunday we will be open from 6 a.m. to 2:30 a.m., including holidays.

Gilmores, LLC plans on retaining both business names as they are currently licensed.

Respectfully Submitted



---

James G. Hoepfner

Gilmores, LLC

D/B/A Gilmore's Liquor Mart and Fox's Den

232 /228 North Main Street

Fond du Lac, WI 54935

920-922-1124 Store

920-922-1602 Bar

920-979-8834 Cell

james.hoepfner@gmail.com

# ***CITY OF FOND DU LAC - Memorandum***

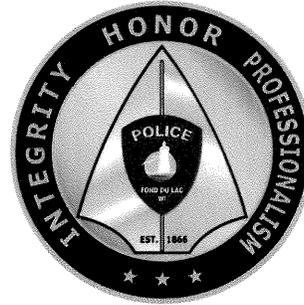
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**City Clerk's Office**

**Date:** March 27, 2014  
**To:** Alcohol License Committee  
**From:** Sue L. Strands, City Clerk  
**Re:** 2013-2014 "Class B" Intoxicating Liquor and Class "B"  
Fermented Malt Beverage Application

## **"CLASS B" INTOXICATING LIQUOR AND CLASS "B" FERMENTED MALT BEVERAGE:**

**Limited Liability Co:** Walker and Koepke Restaurant Group LLC  
**Agent:** David Koepke  
**Home Address:** 229 E 2<sup>nd</sup> St  
Fond du Lac, WI 54935  
**d/b/a:** The Green Dragon  
**Location of Premises:** 156 Western Ave



# Memo

**To:** City Manager Moore

**From:** Chief Lamb

**Date:** 03-25-14

**Re: Proposed Class B Intoxicating Liquor and Fermented Malt Beverage Walker and Koepke Restaurant Group LLC. d/b/a The Green Dragon Brew Pub, 156 Western Ave.**

On March 21, 2014, Assistant Chief Klein, Fire Chief O'Leary, Community Development Director Wayne Rollin, Deputy City Clerk Maggie Hefter, Association of Commerce CEO Joe Reitemeier and Amy Hanson from the DFP met with the listed applicants, Dave Koepke and Jacob Walker to discuss their application for the proposed license for The Green Dragon Brew Pub, located at 156 Western Ave (formerly Oscar's).

The applicants' are seeking to purchase the business including the property at this location from the former owner Dave Lallier and are seeking a Class B combination license. The applicants' plan on making a number of cosmetic changes to the property and will operate a restaurant, brew pub. The owners are modeling their business off the "Classic English Pub" and will offer a number of different micro-brews. They will also be installing equipment that will allow them to brew their own micro-beer. The applicants are looking to be open for business by the end of May. Their hours of operation for the kitchen dining area will be from 11a.m. to 10 p.m., they will cater to the lunch and dinner crowds.

Mr. Koepke has over 18-years in the licensed beverage service industry, including over 10-years of owner/management experience. Mr. Koepke has formerly owned and operated licensed establishments in Fond du Lac including McCarthy's Pub and most recently O'Davey's.

During his time as the owner of McCarthy's Pub back in 2006, McCarthy's Pub was the site of numerous police calls for service because of fights and disorderly acts. Based upon the fight calls and two violations for serving minors within a one-year time period, Mr. Koepke and McCarthy's Pub agreed to serve a five-day suspension of their liquor license in December 2006. Mr. Koepke worked closely with law enforcement to address the concerns at his operation and became proactive in calling police before potential disturbances would break out or escalate. A lot of the concerns appeared to be generated by the scope and magnitude of operating a large night club. Most recently as an owner of O'Davey's, there were no concerns noted by law enforcement. Mr. Koepke did have an arrest for a domestic disturbance involving his now ex-wife in January of 2012 which resulted in a disorderly conduct conviction.

Mr. Walker has over 9-years of experience in the food preparation industry and has a degree in Culinary arts. He has over 3-years of supervisory experience. Walker will oversee the restaurant portion of the business while Mr. Koepke will oversee the bar portion of the business.

The proposed location has operated as a licensed establishment for numerous years with no concerns noted by law enforcement.

Assistant Chief Klein emphasized the City's expectations of being a licensed agent and the importance of being a "good neighbor" with the applicants'. Background checks were performed on Mr. Koepke and Mr. Walker, both in-house and NCIC/CIB. There is nothing in the applicants' background that would preclude them from obtaining the requested license. The Police Department has no objections to the approval of the proposed license request.

# ORIGINAL ALCOHOL BEVERAGE RETAIL LICENSE APPLICATION

Submit to municipal clerk.

For the license period beginning April 10 20 14 ;  
ending June 30 20 14

TO THE GOVERNING BODY of the:  Town of }  
 Village of }  
 City of }

County of Fond du Lac Aldermanic Dist. No. \_\_\_\_\_ (if required by ordinance)

Applicant's Wisconsin Seller's Permit Number:	
Federal Employer Identification Number (FEIN):	
LICENSE REQUESTED ▶	
TYPE	FEE
<input type="checkbox"/> Class A beer	\$
<input checked="" type="checkbox"/> Class B beer	\$ <u>235</u>
<input type="checkbox"/> Class C wine	\$
<input type="checkbox"/> Class A liquor	\$
<input checked="" type="checkbox"/> Class B liquor	\$ <u>167</u>
<input type="checkbox"/> Reserve Class B liquor	\$
Publication fee	\$ <u>55</u>
<b>TOTAL FEE</b>	\$ <u>255</u>

1. The named  INDIVIDUAL  PARTNERSHIP  LIMITED LIABILITY COMPANY  
 CORPORATION/NONPROFIT ORGANIZATION

hereby makes application for the alcohol beverage license(s) checked above.

2. Name (individual/partners give last name, first, middle; corporations/limited liability companies give registered name): ▶ Walker and Koepke Restaurant Group LLC

An "Auxiliary Questionnaire," Form AT-103, must be completed and attached to this application by each individual applicant, by each member of a partnership, and by each officer, director and agent of a corporation or nonprofit organization, and by each member/manager and agent of a limited liability company. List the name, title, and place of residence of each person.

Title	Name	Home Address	Post Office & Zip Code
President/Member	<u>David R Koepke</u>	<u>229 E 2nd st</u>	<u>54935</u>
Vice President/Member	<u>Jacob L Walker</u>	<u>274 Pheasant Dr</u>	<u>54935</u>
Secretary/Member			
Treasurer/Member			
Agent ▶	<u>David Koepke</u>		
Directors/Managers			

3. Trade Name ▶ The Green Dragon Business Phone Number (420) 517 3486  
4. Address of Premises ▶ 156 Western Ave Post Office & Zip Code ▶ 54935

5. Is individual, partners or agent of corporation/limited liability company subject to completion of the responsible beverage server training course for this license period?  Yes  No
6. Is the applicant an employe or agent of, or acting on behalf of anyone except the named applicant?  Yes  No
7. Does any other alcohol beverage retail licensee or wholesale permittee have any interest in or control of this business?  Yes  No
8. (a) Corporate/limited liability company applicants only: Insert state WI and date FEB 14 14 of registration.  Yes  No  
(b) Is applicant corporation/limited liability company a subsidiary of any other corporation or limited liability company?  Yes  No  
(c) Does the corporation, or any officer, director, stockholder or agent or limited liability company, or any member/manager or agent hold any interest in any other alcohol beverage license or permit in Wisconsin?  Yes  No
- (NOTE: All applicants explain fully on reverse side of this form every YES answer in sections 5, 6, 7 and 8 above.)

9. Premises description: Describe building or buildings where alcohol beverages are to be sold and stored. The applicant must include all rooms including living quarters, if used, for the sales, service, and/or storage of alcohol beverages and records. (Alcohol beverages may be sold and stored only on the premises described.) See other side

10. Legal description (omit if street address is given above): \_\_\_\_\_
11. (a) Was this premises licensed for the sale of liquor or beer during the past license year?  Yes  No  
(b) If yes, under what name was license issued? Oscar's Tavern
12. Does the applicant understand they must file a Special Occupational Tax return (TTB form 5630.5) before beginning business? [phone 1-800-937-8864]  Yes  No
13. Does the applicant 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]  Yes  No
14. Does the applicant understand that they must purchase alcohol beverages only from Wisconsin wholesalers, breweries and brewpubs?  Yes  No

**READ CAREFULLY BEFORE SIGNING:** Under penalty provided by law, the applicant states that each of the above questions has been truthfully answered to the best of the knowledge of the signers. Signers agree to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. (Individual applicants and each member of a partnership applicant must sign; corporate officer(s), members/managers of Limited Liability Companies must sign.) Any lack of access to any portion of a 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 10th day of March, 20 14

David R. Koepke  
\_\_\_\_\_  
(Officer of Corporation/Member/Manager of Limited Liability Company/Partner/Individual)

Paul Viller  
\_\_\_\_\_  
(Officer of Corporation/Member/Manager of Limited Liability Company/Partner)

[Signature]  
\_\_\_\_\_  
(Clerk/Notary Public)

My commission expires 9-27-2014

\_\_\_\_\_  
(Additional Partner(s)/Member/Manager of Limited Liability Company if Any)

## TO BE COMPLETED BY CLERK

Date received and filed with municipal clerk <u>3-10-14</u>	Date reported to council/board <u>4-9-14</u>	Date provisional license issued	Signature of Clerk / Deputy Clerk
Date license granted	Date license issued	License number issued	

156 Western Ave. All beer, wine, and liquor will be stored in walk in cooler on first floor located behind bar or in dry storage for liquor and beer located in Basement. Down Kitchen Stairs behind basement walk in Cooler.

# AUXILIARY QUESTIONNAIRE ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk.

Individual's Full Name (please print) (last name)		(first name)	(middle name)	
Walker		Jacob	Lee	
Home Address (street/route)	Post Office	City	State	Zip Code
274 Pleasant drive		Fond du Lac	WI	54935
Home Phone Number	Age	Date of Birth	Place of Birth	
920-948-9460				

The above named individual provides the following information as a person who is (check one):

- Applying for an alcohol beverage license as an individual.
- A member of a partnership which is making application for an alcohol beverage license.

\_\_\_\_\_ of \_\_\_\_\_  
(Officer/Director/Member/Manager/Agent) (Name of Corporation, Limited Liability Company or Nonprofit Organization)

which is making application for an alcohol beverage license.

The above named individual provides the following information to the licensing authority:

- How long have you continuously resided in Wisconsin prior to this date? 2 years
- Have you ever been convicted of any offenses (other than traffic unrelated to alcohol beverages) for violation of any federal laws, any Wisconsin laws, any laws of any other states or ordinances of any county or municipality?  Yes  No  
If yes, give law or ordinance violated, trial court, trial date and penalty imposed, and/or date, description and status of charges pending. (If more room is needed, continue on reverse side of this form.)
- Are charges for any offenses presently pending against you (other than traffic unrelated to alcohol beverages) for violation of any federal laws, any Wisconsin laws, any laws of other states or ordinances of any county or municipality?  Yes  No  
If yes, describe status of charges pending.
- Do you hold, are you making application for or are you an officer, director or agent of a corporation/nonprofit organization or member/manager/agent of a limited liability company holding or applying for any other alcohol beverage license or permit?  Yes  No  
If yes, identify. \_\_\_\_\_  
(Name, Location and Type of License/Permit)
- Do you hold and/or are you an officer, director, stockholder, agent or employe of any person or corporation or member/manager/agent of a limited liability company holding or applying for a wholesale beer permit, brewery/winery permit or wholesale liquor, manufacturer or rectifier permit in the State of Wisconsin?  Yes  No  
If yes, identify. Brewpub 156 Western ave Fond du Lac, WI 54935  
(Name of Wholesale Licensee or Permittee) (Address By City and County)

6. Named individual must list in chronological order last two employers.

Employer's Name	Employer's Address	Employed From	To
The Bearded Bison	121 Huron st Berlin, WI	5/13	2/14
Employer's Name	Employer's Address	Employed From	To
The Amber Inn	45 N Main st Mayville, WI	6/12	5/13

The undersigned, being first duly sworn on oath, deposes and says that he/she is the person named in the foregoing application; that the applicant has read and made a complete answer to each question, and that the answers in each instance are true and correct. The undersigned further understands that any license issued contrary to Chapter 125 of the Wisconsin Statutes shall be void, and under penalty of state law, the applicant may be prosecuted for submitting false statements and affidavits in connection with this application.

Subscribed and sworn to before me

this 10th day of MARCH, 2014

[Signature]  
(Clerk/Notary Public)

[Signature]  
(Signature of Named Individual)

My commission expires 9-27-2015



Printed on  
Recycled Paper

Wisconsin Department of Revenue

# AUXILIARY QUESTIONNAIRE ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk.

Individual's Full Name (please print)		(last name)	(first name)	(middle name)
		Koepke	David	Ryan
Home Address (street/route)	Post Office	City	State	Zip Code
229 E 2nd st		Fond du Lac	WI	54935
Home Phone Number	Age	Date of Birth	Place of Birth	
920 517 3486				

The above named individual provides the following information as a person who is (check one):

- Applying for an alcohol beverage license as an individual.
- A member of a partnership which is making application for an alcohol beverage license.
- \_\_\_\_\_ of Walker and Koepke Restaurant Group LLC  
(Officer/Director/Member/Manager/Agent) (Name of Corporation, Limited Liability Company or Nonprofit Organization)
- which is making application for an alcohol beverage license.

The above named individual provides the following information to the licensing authority:

- How long have you continuously resided in Wisconsin prior to this date? 18 years
- Have you ever been convicted of any offenses (other than traffic unrelated to alcohol beverages) for violation of any federal laws, any Wisconsin laws, any laws of any other states or ordinances of any county or municipality?  Yes  No  
 If yes, give law or ordinance violated, trial court, trial date and penalty imposed, and/or date, description and status of charges pending. (If more room is needed, continue on reverse side of this form.)  
Please see contact report with this application
- Are charges for any offenses presently pending against you (other than traffic unrelated to alcohol beverages) for violation of any federal laws, any Wisconsin laws, any laws of other states or ordinances of any county or municipality?  Yes  No  
 If yes, describe status of charges pending.
- Do you hold, are you making application for or are you an officer, director or agent of a corporation/nonprofit organization or member/manager/agent of a limited liability company holding or applying for any other alcohol beverage license or permit?  Yes  No  
 If yes, identify. \_\_\_\_\_  
(Name, Location and Type of License/Permit)
- Do you hold and/or are you an officer, director, stockholder, agent or employe of any person or corporation or member/manager/agent of a limited liability company holding or applying for a wholesale beer permit, brewery/winery permit or wholesale liquor, manufacturer or rectifier permit in the State of Wisconsin?  Yes  No  
 If yes, identify. Brew Pub license 156 western AVE Fond du Lac  
(Name of Wholesale Licensee or Permittee) (Address By City and County)

6. Named individual must list in chronological order last two employers.

Employer's Name	Employer's Address	Employed From	To
The Cellar	244 S Main st Fond du Lac	May 09	Present
Odavey's Pub	36 4th st Fond du Lac	Nov 2011	Oct 2013

The undersigned, being first duly sworn on oath, deposes and says that he/she is the person named in the foregoing application; that the applicant has read and made a complete answer to each question, and that the answers in each instance are true and correct. The undersigned further understands that any license issued contrary to Chapter 125 of the Wisconsin Statutes shall be void, and under penalty of state law, the applicant may be prosecuted for submitting false statements and affidavits in connection with this application.

Subscribed and sworn to before me

this 10th day of MARCH, 2014  
M. Webster  
(Clerk/Notary Public)

David R. Koepke  
(Signature of Named Individual)

My commission expires 9-27-2015



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# SCHEDULE FOR APPOINTMENT OF AGENT BY CORPORATION/NONPROFIT ORGANIZATION OR LIMITED LIABILITY COMPANY

Submit to municipal clerk.

All corporations/organizations or limited liability companies applying for a license to sell fermented malt beverages and/or intoxicating liquor must appoint an agent. The following questions must be answered by the agent. The appointment must be signed by the officer(s) of the corporation/organization or members/managers of a limited liability company and the recommendation made by the proper local official.

To the governing body of:  Town  Village  City of FOND DU LAC County of FOND DU LAC

The undersigned duly authorized officer(s)/members/managers of Walker and Koepke Restaurant Group LLC  
(registered name of corporation/organization or limited liability company)

a corporation/organization or limited liability company making application for an alcohol beverage license for a premises known as

The Green Dragon Brewpub  
(trade name)

located at 156 Western Ave. Fond du Lac, WI 54935

appoints David Koepke  
(name of appointed agent)

229 E 2nd st. Fond du Lac, WI 54935  
(home address of appointed agent)

to act for the corporation/organization/limited liability company with full authority and control of the premises and of all business relative to alcohol beverages conducted therein. Is applicant agent presently acting in that capacity or requesting approval for any corporation/organization/limited liability company having or applying for a beer and/or liquor license for any other location in Wisconsin?

Yes  No If so, indicate the corporate name(s)/limited liability company(ies) and municipality(ies).

Is applicant agent subject to completion of the responsible beverage server training course?  Yes  No

How long immediately prior to making this application has the applicant agent resided continuously in Wisconsin? 18 yrs

Place of residence last year 229 E 2nd st Fond du Lac, WI 54935

For: Walker and Koepke Restaurant Group LLC  
(name of corporation/organization/limited liability company)

By: David Koepke  
(signature of Officer/Member/Manager)

And: David Walker  
(signature of Officer/Member/Manager)

## ACCEPTANCE BY AGENT

I, David Ryan Koepke, hereby accept this appointment as agent for the  
(print/type agent's name)

corporation/organization/limited liability company and assume full responsibility for the conduct of all business relative to alcohol beverages conducted on the premises for the corporation/organization/limited liability company.

David R. Koepke 3/10/14 Agent's age             
(signature of agent) (date)

229 E 2nd st Fond du Lac WI 54935 Date of birth             
(home address of agent)

## APPROVAL OF AGENT BY MUNICIPAL AUTHORITY (Clerk cannot sign on behalf of Municipal Official)

I hereby certify that I have checked municipal and state criminal records. To the best of my knowledge, with the available information, the character, record and reputation are satisfactory and I have no objection to the agent appointed.

Approved on 03/21/14 by Steven P Klei Title ASST. CHIEF OF POLICE  
(date) (signature of proper local official) (town chair, village president, police chief)



# City of Fond du Lac Police Department

Making Fond du Lac a safe place to live, to learn, to work and to play.

## OPEN RECORDS REQUEST

This record check may not reflect the final disposition of the incidents involved. Such may be obtained through the appropriate court.  
This record check reflects all releasable information we have available based on information provided.

NAME: KOEPKE, DAVID\*

DOB: [REDACTED]

Printed on: 03/10/2014 12:37 pm

KOEPKE, DAVID R

Sex/Race: [REDACTED]

HGT: [REDACTED]

Hair: [REDACTED]

DOB: [REDACTED]

WGT: [REDACTED]

Eyes: [REDACTED]

Date:	Cite/Case#:	Age:	Involvement:	Reason:	Description:	Agency:
<b>CONTACTS</b>						
<b>ARREST</b>						
01/05/2012	120000213	36.57	ARR	WEAPONS		FLPD
08/13/1997	970031427	22.17	ARR	DC		FLPD
08/13/1997	970031427	22.17	ARR	DC		FLPD
10/24/1993	930013820	18.37	ARR	105		FLPD
<b>ASSOCIATE</b>						
11/15/2006	060011966	31.43	ASC	ASSAULT		FLPD
04/13/2005	050003237	29.84	ASC	THEFT		FLPD
04/13/2005	050003237	29.84	ASC	ASC		FLPD
<b>CITATION</b>						
09/28/2006	N000840483	31.30	CIT	125.07(1)(A)1	Procure/Sell/Dispense/Give Alc	FLPD
09/28/2006	N000840482	31.30	CIT	125.07(3)(A)	Underage Presence-Place of S	FLPD
09/28/2006	060010416	31.30	CIT	LIQUOR LAW		FLPD
09/28/2006	060010416	31.30	CIT	LIQUOR LAW		FLPD
10/29/2005	050013001	30.38	CIT	LIQUOR LAW		FLPD
10/29/2005	N000606262	30.38	CIT	125.07(3)(A)	Underage Presence-Place of S	FLPD
04/27/2005	050004918	29.88	CIT	LIQUOR LAW		FLPD
04/26/2005	N000614581	29.88	CIT	125.32(2)	No Licensed Bartender	FLPD
12/15/2004	N000606115	29.51	CIT	125.07(1)(a)2	Licensee Sell Alcohol/Underage	FLPD
12/15/2004	N000606116	29.51	CIT	125.07(3)(a)	Underage Presence-Place of S	FLPD
12/15/2004	040019878	29.51	CIT	LIQUOR LAW		FLPD
12/15/2004	040019878	29.51	CIT	LIQUOR LAW		FLPD
05/28/2003	D8765304	27.96	CIT	341.04(1)	Non-Registration of Vehicle	FLPD
05/28/2003	030019635	27.96	CIT	TRAFFIC		FLPD
01/15/2000	A4536372	24.60	CIT	346.46(1)	Fail/Stop at Stop Sign	FLPD
01/15/2000	A4536383	24.60	CIT	346.63(1)(B)	Operating w/PAC	FLPD
01/15/2000	A4536361	24.60	CIT	346.63(1)(A)	Operating while Intoxicated	FLPD
01/15/2000	000001786	24.60	CIT	TRAFFIC		FLPD
01/15/2000	000001786	24.60	CIT	TRAFFIC		FLPD
01/15/2000	000001786	24.60	CIT	TRAFFIC		FLPD
06/12/1996	W418894	21.00	CIT	346.63(1)(B)	Operating w/PAC	FLPD
06/12/1996	W418893	21.00	CIT	346.63(1)(A)	Operating while Intoxicated	FLPD
06/12/1996	W418892	21.00	CIT	346.62(2)	Reckless Driving-Endanger Sal	FLPD
06/12/1996	960024176	21.00	CIT	TRAFFIC		FLPD
06/12/1996	960024176	21.00	CIT	TRAFFIC		FLPD
06/12/1996	960024176	21.00	CIT	TRAFFIC		FLPD
<b>COMPLAINANT</b>						
04/09/2005	050004136	29.83	CMP	VANDALISM		FLPD
04/09/2005	050004136	29.83	CMP	CMP		FLPD
09/02/1993	930011291	18.23	CMP	165		FLPD
<b>FIELD INTERVIEW</b>						
06/10/2002	020023061	27.00	FIE	SUSP PERS		FLPD
<b>OTHER</b>						
09/11/2010	100011296	35.25	OTH	VANDALISM		FLPD
06/27/2006	060006254	31.04	OTH	LARCENY TH		FLPD
03/15/2006	060002425	30.76	OTH	DC		FLPD
01/06/2006	050014261	30.57	OTH	FORGERY		FLPD
01/06/2006	050014261	30.57	OTH	OTH		FLPD

11/25/2005	050014063	30.46	OTH	OTH	FLPD
11/25/2005	050014063	30.46	OTH	DRUGS	FLPD
11/08/2005	050012705	30.41	OTH	FORGERY	FLPD
11/08/2005	050012705	30.41	OTH	OTH	FLPD
03/22/2005	050003339	29.78	OTH	FORGERY	FLPD

**OWNER**

11/08/2006	060011732	31.41	OWN	VANDALISM	FLPD
09/10/2006	060009384	31.25	OWN	VANDALISM	FLPD
06/04/2005	050006510	29.98	OWN	VANDALISM	FLPD
06/04/2005	050006510	29.98	OWN	OWN	FLPD
05/07/2005	050005353	29.91	OWN	VANDALISM	FLPD
03/05/2005	050002587	29.73	OWN	TAVERN	FLPD
06/29/2004	040008772	29.05	OWN	THEFT	FLPD

**SUSPECT**

10/29/2005	050013001	30.38	SUS	LIQUOR LAW	FLPD
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**VICTIM**

11/11/2004	040018357	29.42	VIC	VANDALISM	FLPD
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**WITNESS**

02/18/2009	090001882	33.69	WIT	BURGLARY	FLPD
07/20/2004	040012611	29.11	WIT	DC	FLPD

CITY OF FOND DU LAC, WISCONSIN

SURRENDER OF ALCOHOL BEVERAGE LICENSE

This is to advise that, as licensee, I (We) hereby surrender a Combination "Class A" And "Class B" Intoxicating Liquor & Class "A" And Class "B" Fermented Malt Beverage license for the premise located at 156 Western Ave, on the condition that it be granted to the applicant (future licensee).

Lallien of Fond du Lac, Inc, d/b/a Oscar's  
(Current licensee) (Current business name)

and David Koepke & Jacob Walker, as applicant, make a  
(Future licensee)  
concurrent application for that license.

Licensee/Applicant Information

CURRENT LICENSEE

Please print the following information:

Name David Lallien

Home Address 714 Lakeshore Dr

City Fond du Lac

Phone (920) 928-9465

Signature [Signature] Date 3-10-14  
Jeffrey S Lallien 3-9-14

NEW APPLICANT FUTURE LICENSEE

Please print the following information:

Name David Koepke & Jacob Walker

Home Address 229 East 2nd

City Fond du Lac

Phone (920) 517-3486

Signature [Signature] Date \_\_\_\_\_

# The Green Dragon Brewpub



156 Western Ave

Fond du Lac, WI 54935

Dave Koepke (920-517-3486)

Jacob Walker (920-948-9460)

## **Executive Summary**

The Green Dragon Brewpub will be a moderately priced 200 seat brewpub featuring contemporary European pub and bistro cuisine paired with our own unique beers.

The Green Dragon Brewpub will be owned and operated by Walker & Koepke Restaurant Group LLC. The owners of the company, Dave Koepke and Jacob Walker, are seeking financing to supplement their \$100,000 contribution to help remodel. Owner contribution consists of \$75,000 cash investment and \$25,000 asset donations.

The Management team has a collective 27 years experience in the food service industry. Owners Dave Koepke and Jacob Walker are going to divide the management into three sections. Dave's 18 years experience in brewing and bar management will be taking care of the brewing and bar management operations. Jacob Walker's 9 years experience will allow him to handle all back of the house operations as the Executive Chef. Finally a third management role will be filled by a suitable candidate to work as Front of the house management to oversee the dining rooms, servers, and assist with training and implementation of quality assurance systems.

Market research and target market evaluation suggest that The Green Dragon Brewpub is ideally situated to cater to an unfilled market segment in the Fond du Lac area. Moreover, with the combined owner experience of opening 4 different related businesses proven marketing techniques and operational systems will allow management to be proactive rather than reactive to common obstacles when opening.

Operationally the management team will use an operational plan that encompasses proven systems from the start. These systems and controls will yield a calculated return for a given sales volume allowing the focus of the management team to work on building sales rather than profit.

## **Industry, Target Customer, and Competitor Analysis**

According to the National Restaurant Association, sales for 2014 are expected to rise to \$683.4 billion (an increase of \$96.7 billion from 2010) in 2014 with \$7.5 billion be contributed by WI (Association, 2014). Along with an increase in food, beer saw an increase of \$99 billion in

2012, based mostly on 15% increase in sales and an increase of 17% in cost for craft beer (Brewers Association).

Along with the growth of the craft beer movement in the last decade Fond du Lac has seen a big surge in consumer interest in craft beer, but remains an underserved market segment. With a burgeoning homebrew club and culture, several local brewfests that draw in thousands of attendees, and general market demand for craft beer; the only businesses in town serving this market are Slim and Chubby's, and O'Davey's.

While O'Davey's and Slim and Chubby's have to a varying extent embraced the craft beer movement with varying selections, they still focus on a lot of mixed drink and domestic beer sales. As bars they are unable to serve more than snacks or base bar food such as frozen pizzas. This decreases the amount of time that a typical patron stays at the establishment and limits functions like beer pairings and dinners.

Despite the explosive growth of craft beer over the last decade Fond du Lac hasn't had an operational brewery since A.G. Bechaud & Bros. Brewery closed in 1941 (Roznik, 2014)

### Company Description

The Green Dragon Brewpub will be owned and operated by Walker & Koepke Restaurant Group LLC with operating members Jacob Walker and Dave Koepke. The Green Dragon Brewpub will be located at 156 Western Avenue in Fond du Lac WI. The building was previously operated as Oscar's Sportsman's Inn which included a game room, bar, dining room, banquet hall, fully operational kitchen, and large basement storage area. The building will be purchased on a Land Contract for \$285,000 to be repaid over seven years.

The Green Dragon Brewpub will cost an estimated \$100,000 to open. A detailed breakdown of cost is provided in the financial section of this business plan. Funding for the venture will be provided by \$75,000 in contributions from the owners and \$25,000 in proceeds from bank financing. The proposed Sources are:

Source of Funds	Amount
Jacob Walker	\$50,000
Dave Koepke	\$50,000
<b>Total</b>	<b>\$100,000</b>

The Brewpub will be a moderately priced contemporary restaurant featuring casual pub-style atmosphere in the upstairs dining room, a more formal dining experience in the dining hall, and a large bar with game room featuring 16 taps featuring our own brews. The menu will cater to both dining options featuring classic pub fare such as wings, appetizers/shareable dishes, burgers, and classic comfort foods; while the menu for the dining hall will feature more refined options such as composed salads, entrees, and desserts. Meal prices will range from approximately \$7, for some of the less expensive pub and lunch options, up to \$25 for dinner entrees.

The dining experience is expected to range from ½ an hour at lunch to 1 ½ hours for the dining hall. The Brewpub will have 30 seating at the bar, 30 in the upstairs dining room, and 120 in the Dining Hall. In the future banquets, weekend brunch, and business lunch delivery may be considered. This will be determined not only by demand but also on the feasibility of Logistics based on the current business.

The Green Dragon Brewpub will be open 7 days a week. The kitchen will be serving continuously between lunch and dinner meal periods with a 5 O'clock availability of dinner items. The expected hours of operation are as follows:

	Lunch	Dinner
Monday	11 am – 4 pm	4 pm – 9 pm
Tuesday	11 am – 4 pm	4 pm – 9 pm
Wednesday	11 am – 4 pm	4 pm – 9 pm
Thursday	11 am – 4 pm	4 pm – 9 pm
Friday	11 am – 4 pm	4 pm – 10 pm
Saturday	11 am – 4 pm	4 pm – 10 pm
Sunday	11 am – 4 pm	4 pm – 9 pm

### **Product Service Plan**

All of the food produced at The Green Dragon Brewpub will be made from scratch, sourcing as much product as locally as possible. The cuisine will be contemporary American versions of dishes common to pubs in throughout Great Britain and Germany with the addition of some healthy choices. In order to stay current and be able to use as much local and thus seasonal product, the menu is expected to change at least semi-annually.

As with the food, the beer made by The Green Dragon Brewpub will be made from scratch. While many of the products used required are not commonly grown locally, the best ingredients will still be used with the potential for locally grown adjuncts such as fruits and chilies to be added.

Lunch and Dinner will be served with two variations of the same menu which will include appetizers, wings, burgers and sandwiches, soups, salads, entrees, and desserts. Each category of the menu will feature at least one selection that is fresh and healthy. The menu will feature not only "pub grub" in terms of burgers, wings, fish 'n' chips, and other simple items, but also an entrée selection designed after more of gastropub. The entrees will be of an elevated level consisting of dishes such as ale braised short ribs, or praline pork chops with brown ale gastrique. For Lunch the menu will include appetizers, wings, burgers and sandwiches, soups and salads, and desserts. At 5 O'clock The Green Dragon will switch to its dinner menu that will include the entrée selection and limit the number of burgers and sandwiches available.

The natural choice for most customers when it comes to selecting a beverage will be one of our many offerings from the tap. The beer menu will consist of several perennial favorites that will accommodate a broad spectrum of tastes, a couple of seasonal beers to reflect the time of year and showcase potential harvests, and one or two one-offs that will showcase Dave's talent and creativity. In addition to our beer made on site we plan to have a couple of draft lines dedicated to custom produced wine made one contract exclusively made for us and a couple of lines for premium sodas. The wines will help to broaden our customer base to spouses or significant others of beer lovers who may otherwise feel limited in drink selection at a brewpub. The premium draft sodas will allow us to also accommodate both adults not drinking (especially during lunch) and families with young children.

In addition to our draft lines we plan to have a number of other nonalcoholic items, such as specialty teas and lemonades, and a full bar featuring a large selection of whiskey. Specialty teas and lemonades will be made seasonally and further broaden the selection of drinks for who don't want alcohol but want something beyond coke products. Whiskey will be the main attention for the hard liquor with a focus on specialty batches for guests who want to sample something new or unavailable to them otherwise.

Our menu and beer selection will provide two distinct competitive advantages. First the food and beer will be of the highest quality but offered at competitive prices. The second is simply that we'll be the first brewpub in Fond du Lac and the first brewery since 1941 (Roznik, 2014).

## **Marketing Plan**

The Green Dragon's marketing plan will consist of three different approaches. The first is will focus on our older demographic, thirties and forties, by advertising through more traditional media channels. We will use a mix of local radio and newspaper advertising such as 97.7, The Reporter and the Action Advertiser. The ads will focus more on the menu and the fact that it offers customers favorites prepared in a healthier manner with locally sourced ingredients when possible. These ads will also promote that we are family friendly and have a variety of nonalcoholic options like our draft sodas and a more kid appropriate dining hall available.

The Second part of The Green Dragon's marketing plan will be focused on our younger target consumer, twenty-one to thirty. This will utilize more modern forms of advertising rather than the traditional methods described above. The utilization of a quality website paired with social media will offer a much bigger impact with a lower cost. These channels of communication will allow us to speak directly with consumers as Head Chef and Brewer. New dishes, brews, and special events will be posted and discussed with followers and offer an excellent way to not only showcase our products, but interact with our customers and insure that we are able to continually offer a top quality product and service.

The Third manner in which we will advertise is through community involvement in certain events. The owners already have experience with both the Taste of Fond du Lac and with the Fond du Lac Brewfest, and are planning on continuing with these events. These and other events in Fond du Lac will help us become an institution for the area.

## **The Management Team**

The Green Dragon Brewpub will consist of three core managers who will oversee key aspects of the business. There will be two owner operators and a third manager. The first is owner operator Jacob Walker who will work as the Head Chef and manage menu development, cost controlling, ordering for the kitchen, and food costing. The second is owner operator Dave Koepke who will work as Head Brewer and take care of ordering ingredients for brewing, brewing, quality control, maintenance of the brewery, and adhering to all legal guidelines in the brewing process. The final manager is Gordon Smith who will be in charge of training and overseeing the dining room as well as ordering items for the bar and maintain all in-house accounting records.

In addition The Green Dragon will also work with an accountant and attorney. The accountant will use the documents collected and maintained by Mr. Smith to provide comprehensive monthly financial reports, handle payroll, and file all taxes. The attorney, Terry

Gaffney of Sager and Colwin, will be used on a consulting basis mainly to insure that all licenses, permits, and legal procedures are followed.