

CITY OF MILWAUKEE OFFICE OF THE CITY CLERK

Friday, September 15, 2023

COMMITTEE MEETING NOTICE

AD 03

PETERSEN, Melanie P, Agent VIER NORTH LLC 1832 E NORTH Av Milwaukee, WI 53202

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall or you may attend virtually using the link below.

Tuesday, September 26, 2023 at 01:55 PM

The access code is https://meet.goto.com/986783021. If you wish to call in: +1 (408) 650-3123 and use Access Code: 986-783-021.

Please see the enclosed best practices document for further instructions.

Regarding:

Your Class B Tavern, Public Entertainment Premises and Food Dealer License Applications Requesting Instrumental Musicians and Bands as agent for "VIER NORTH LLC" for "VIER NORTH" at 1832 E NORTH Av.

There is a possibility that your application may be denied for one or more of the following reasons: The recommendation of the committee regarding the application shall be based on evidence presented at the hearing. Per MCO 85-2.7-4, probative evidence concerning whether or not a new license should be granted may be presented on the following subjects: whether or not the applicant meets the municipal requirements, the appropriateness of the location and premises where the licensed premises is to be located and whether use of the premises for the purposes or activities permitted by the license would tend to facilitate a public or private nuisance or create undesirable neighborhood problems such as disorderly patrons, unreasonably loud noise, litter, and excessive traffic and parking congestion. Probative evidence relating to these matters may be taken from the plan of operation submitted with the license application, if any, but shall not include the content of any music. Evidence regarding the fitness of the location of the premises to be maintained as the principal place of business, including but not limited to whether there is an overconcentration of businesses of the type for which the license is sought; whether the proposal is consistent with any pertinent neighborhood business or development plans, or the location's proximity to areas where children are typically present. The applicant's record in operating similarly licensed premises; and whether or not the applicant has been charged with or convicted of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the activity to be permitted by the license being applied for or any other factor which reasonably relates to the public health, safety or welfare may also be considered. See attached police report or correspondence.

Notice for applicants with warrants or unpaid fines:

Proof of warrant satisfaction or payment of fines must be submitted at the hearing on the above date and time. Failure to comply with this requirement may result in a delay of the granting/denial of your application.

Failure to appear at this meeting may result in the denial of your license. Individual applicants must appear only in person or by an attorney. Corporate or Limited Liability applicants must appear only by the agent designated on the application or by an attorney. Partnership applicants must appear by a partner listed on the application or by an attorney. If you wish to do so and at your own expense, you may be accompanied by an attorney of your choosing to represent you at this hearing.

You will be given an opportunity to speak on behalf of the application and to respond and challenge any charges or reasons given for the denial. No petitions can be accepted by the committee, unless the people who signed the petition are present at the committee hearing and willing to testify. You may present witnesses under oath and you may also confront and cross-examine opposing witnesses under oath. If you have difficulty with the English language, you should bring an interpreter with you, at your expense, so that you can answer questions and participate in your hearing.

You may examine the application file at this office during regular business hours prior to the hearing date. Inquiries regarding this matter may be directed to the person whose signature appears below.

Limited parking for persons attending meetings during normal business hours is available at reduced rates (5 hour limit) at the Milwaukee Center on the southwest corner of Kilbourn Avenue and Water Street. You must present a copy of the meeting notice to the parking cashier.

PLEASE NOTE: Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through sign language interpreters or other auxiliary aids. For additional information or to request this service, contact the Council Services Division ADA Coordinator at (414) 286-2998, Fax - (414) 286-3456, TDD - (414) 286-2025.

JIM OWCZARSKI, CITY CLERK

BY

Jim Cooney

License Division Manager

If you have questions regarding this notice, please contact the License Division at (414) 286-2238.



CITY OF MILWAUKEE OFFICE OF THE CITY CLERK

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AD 03

PETERSEN, Melanie P, Agent VIER NORTH LLC 2619 N 71TH ST Wauwatosa, WI 53213

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JIM OWCZARSKI, CITY CLERK

Jim Cooney License Division Manager

If you have questions regarding this notice, please contact the License Division at (414) 286-2238.

FW: Vier North 1832 E. North Ave

License <LICENSE@milwaukee.gov>

Tue 5/9/2023 12:38 PM

To: Collins, Rolanda < Rolanda. Collins@milwaukee.gov>

Cc: Cooney, Jim < Jim.Cooney@milwaukee.gov>;Martin, Faviola < Faviola.Martin@milwaukee.gov>

. Please add objection

Marissa Milano
She/her/hers
License Coordinator
City Clerk-License Division
200 E Wells St #105
www.milwaukee.gov/license

EDICIED RECOM

----Original Message----

From

Sent: Tuesday, May 9, 2023 9:47 AM To: License < LICENSE@milwaukee.gov> Subject: Vier North 1832 E. North Ave

[You don't often get email from

s important at. هند ا

Good Morning,

I received the notice of public interest regarding the liquor license for Vier North located at 1832 E. North Ave.

I'm willing to support this new venture but a few things that are very alarming to not only myself but my neighbors as well is their business model.

We cannot have garage doors facing Cramer Street and the 99 unit apartment building called the Standard being blasted with music every night. There are many houses on Cramer too and we have grown to love how quiet the neighborhood has become. I read an article and these new owners, who have zero bar/restaurant experience, want to have a dance floor and garage doors that open up to their patio facing Cramer St.

Please have a stipulation for their license that by 11pm those garage doors and patio needs to be closed. That's only fair! Please keep the neighborhood quiet as it took a long time for this new era to arrive.

Thank you,

MILWAUKEE POLICE DEPARTMENT LICENSING

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 05/08 LICENSE TYPE NEW: RENEWAL:	:: Class B Tavern		No. 351232 Application Date:
	ation: 1832 E. North Av. ame: Vier North		
Licensee/Ap	(Last Name, First Name, MI)		
Home Addro City: Wauw Home Phon		State: WI	Zip Code: 53213
This report is Days.	s written by Police Officer Penny	Monreal, ass	signed to the License Investigation Unit,
The Milwauk	cee Police Department's investiga	ation regardir	ing this application revealed the following:
1. On 01/05 Waukesh	5/19, Adam J. Jansen (33% Shar na Municipal Court.	eholder) was	s charged with Disorderly Conduct in .
Charge: Finding: Sentence: Date: Case:	Disorderly Conduct Guilty Fine 02/06/19 19-843		<i>!</i>

03/18/19

18072804

Date:

Case:

MILWAUKEE POLICE DEPARTMENT LICENSING

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 05/08/23 LICENSE TYPE: NEW: ⊠ RENEWAL: □	BTAVN		No. 351232 Application Date:	
License Locatio Business Name	on: 1832 East North Avenue : Vitucci's			
Licensee/Applic	(Last Name, First Name, Wil)	ela M.		
Home Address: City: Mequon Home Phone:	: 2617 West Norway Drive (262) 512-1798	State: WI	Zip Code: 53092	
This report is wri	itten by Police Officer ,	assigned to t	the License Investigation Ur	iit, Days.
The Milwaukee F	Police Department's investiga	ation regardin	g this application revealed t	he following:
1. On 04/18/ Underage	/18 the applicant was cited in e on Premise.	the City of Mi	ilwaukee at 1832 E. North A	venue for Allow
Finding: Guil Sentence: \$32 Date: 06/0	ow Underage on Premise ilty 21.00 fine /04/18 044743			
2. On 09/20 Licensed	0/18 the applicant was cited Establishment – Exceed Occ	in the City c cupy.	of Milwaukee at 1832 E. No	orth Avenue for
Finding: Gui	ensed Establishment – Exce uilty 0,000 fine	ed Occupy		

3. On 09/28/18 the applicant was cited in the City of Milwaukee at 1832 E. North Avenue for Licensed Establishment – Exceed Occupy.

Charge:

Licensed Establishment – Exceed Occupy

Finding:

Guilty

Sentence:

\$8,713 fine

Date:

10/19/20

Case:

18072805

4. On 10/02/18 the applicant was cited in the City of Milwaukee at 1832 E. North Avenue for Class B Premise Allow Patrons After Hours.

Charge:

Class B Premise Allow Patrons After Hours

Finding:

Guilty

Sentence:

\$378.00 fine

Date:

03/18/19

Case:

18075807

PREVIOUS PREMISE

Date: 6/10/2023 Officer: PLUMLEY

City of Milwaukee Police Department 90-5-1.5 Crime Prevention Survey Tavern Inspection

Name of Premise: Vie Address: 1832 E Nortl Phone:				
Owner: Vier North LI Owner address: 21755 City State Zip: Brooks Owner Phone: (414) 2 Owner email:	Gateway Rd ield WI 53045			
Licensee/Agent: Mela Home Address: 2619 City State Zip: Wauw Phone: (847)910-067 Email:	N 71 st St atosa WI 53213			
Preferred contact: Pho	ne			
Location currently op	en: Y	es 🖂	NO	
Projected open date: {	/1/2023			
Day's open: S	и 🔲 т 🔲 W 🔲 Т	h □F □S	A 🛛 AI	L
Hours of Operation:	Sun: 10A-2A Mon: 10A-2A Tue: 10A-2A Wed: 10A-2A Thu: 10A-2A Fri: 10A-230a Sat: 10A-230a			□24 hours □Y ☑N
Premise Type:	⊠Tavern/Bar □Restaurant □Other:			
Ticangas currently he	d.			

Alcohol:	☐Yes ⊠No Class:	#:
Tobacco:	∏Yes ⊠No #:	
Food:	Yes ⊠No #:	
Extended Hours:	∏Yes ⊠No #:	
Secondhand Dealer:	Yes No Type:	#:
Other:	Yes No Type:	#:
	Yes No Type:	#:
Other:		11 4
Exterior Survey:	leastion along Ves	¬No
1. Is the area around the	e location clean? Yes	
	ocation? (Check all the ap	obra)
a. Park		
b. School		
c. Youth Cer	nter	
d. Church		
	If so, how many	
f. ⊠Residentia	ા	
g. 🔀 Other busi	inesses	
h. Other:		
3. Can you see from the	e outside of the location i	nto the interior Yes No
4. Can you see the emp	ployees inside of the locat	ion from the outside Yes No
5. Are exterior window	vs free of signage XYes	No
6. Is there a parking lo	t XYes No	
7. Is the parking lot cle	an? XYes No	
8. Off-Street parking	XYes No	
9. Is the parking lot we	Il lit? XYes No	
10. Valet Parking Ye	e MNo	
10. Valet I arking1 to		No
a. Will this lot b. Will this lot	have cameras? Yes	_
0. Will this for	re a person could conceal	themselves Yes No
11. Are there areas whe	te a person could concear	es it appears to be adequate Yes No
		es it appears to be adequate \(\sqrt{1} \) to \(\sqrt{1} \)
13. Exterior Payphone?		□N(o
14. Are there No Lotter	ing Signs posted? ∑Yes	LINO
15. Are there exterior se	ecurity cameras Yes 🗵	JINO HOW IVIARY.
16. Are the address nun	ibers prominently display	red and easy to see Yes No
Camera Survey:		
17 Does this location h	ave security cameras?	Yes 🕅 No
18. Are they in working	order? Tyes TNo	1 00 2 110
19. What format are the	comerce?	
	Yes No	
a. Color		
b. Digital	Yes No	
c. Recorded	YesNo	
	e stored for later viewing:	Y
21. Are there exterior c		•
22. Are there interior ca		
23. Do all employees k	now how to retrieve recor	ded digital images/footage? Yes No

24. Cameras located in parking lot Yes No How many
Interior Survey:
25. What is the planned capacity Unknown at this time
26. What is the minimum number of employees That will be on premise 3
27. Is the storeowner willing to be a standing complainant regarding loitering? Yes No.
a. If yes have them fill out the standing complaint form and give them two of the
commercial signs Yes No
28. Is the interior of the location neat and clean?
29. Does an interior camera face the entrance/exit? Yes No No
30. Is there a lockable area that separates employees from customers? Yes No
31. Are emergency and non-emergency numbers posted near the phone? Yes No
32. Does the owner know how to contact their police district directly? ∑Yes ☐No a. Did you provide a district contact guide to the owner? ∑Yes ☐No
a. Did you provide a district contact guide to the owner: 24 res 110
Security
33. How many security personnel are going to be employed: 2
34 How will they be deployed: Interior 1 Exterior 1
35 What days will they be deployed Mon Tue Wed Thu Fri Sat Sun
36. Will the security be managed by business ⊠or contracted
37. Will they be armed ☐ Yes ☒No
38. What type of security measures to be used:
⊠Wanding/metal detector
ID Scanner
Dress Code
Cover Charge
Age restriction 21+
Other

ADDITIONAL COMMENTS/RECOMMENDATIONS:

This establishment is still under construction. The agent will be adding 6 new surveillance cameras to the exterior of the building and 14 to the interior of the building, 2 of the interior cameras will be located in the basement to monitor liquor storage. Agent will have two security guards on premise Thursday, Friday, and Saturday. Agent will consider adding more once the business is open and it is determined that more is needed. Security will be using a wand or some sort of metal detector device to insure weapons are not on premise. I also notified the agent about the pros to having an ID scanner and they will consider it. Occupancy has not been granted yet so the capacity has not been determined for this establishment.

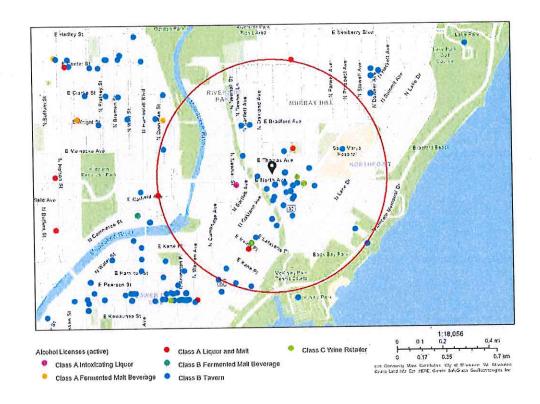


City Concentration Map for 1832 E North Av

Area of Interest (AOI) Information

Area: 21,862,585.72 ft2

Apr 27 2023 14:50:13 Central Daylight Time



Summary

Name	Count	Area(ft²)	Length(mi)
Alcohol Licenses	50		

Alcohol Licenses

23, 2:50 PM about:blank										
#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count		
	DP Hospitality Group LLC	Tavolino	Peter J Dietrich, Agt	2315 N	Class B Tavern License	99	5/26/2023, 7:00 PM	1		
	Axe MKE, Inc	Axe MKE	Marla R Poytinger, Agt	KENILWORTH	Class B Tavern License		5/30/2023, 7:00 PM	1		
	BENJAMIN'S FINE WINE & SPIRITS LLC	Waterford Wine Company	BENJAMIN T CHRISTIANS EN, Agt	2120 N FARWELL AV	Class B Tavern License		5/30/2023, 7:00 PM	1		
	Nine Below Inc	Nine Below	Marla R Poytinger, Agt	1905 E North AV	Class B Tavern License	270	5/30/2023, 7:00 PM	1		
i	Good City Brewing LLC	Good City Brewing	David C Dupee, Agt	2108 N Farwell AV	Class B Tavern License	-	5/31/2023, 7:00 PM	1		
3	Black Gate LLC	Von Trier	MARK A ZIERATH, Agt	2235 N Farwell AV	Class B Tavern License	153	6/13/2023, 7:00 PM	1		
7	WHOLE FOODS MARKET GROUP, INC	WHOLE FOODS MARKET	Brooke M Remitz, Agt	2305 N PROSPECT AV	Class B Tavern License		6/13/2023, 7:00 PM	1		
3	Dairyland Retail Group LLC	7-Eleven #35852B	Elizabeth J Evans, Agt	1609 E NORTH AV	Class A Retailer's Intoxicating Liquor License		6/14/2023, 7:00 PM	1		
9	Dairyland Retail Group LLC	7-Eleven #35852B	Elizabeth J Evans, Agt	1609 E NORTH AV	Class A Fermented Malt Beverage Retailer's License		6/14/2023, 7:00 PM	1		
10	CHAMPION'S PUB, LLC	CHAMPION'S PUB	ROBERT R GREENYA, Agt	2417 N BARTLETT AV	Class B Tavern License	148	6/28/2023, 7:00 PM	1		
11	THE SQUIRREL CAGE	THE SQUIRREL CAGE	PATRICIA L ULIK, SP	2402 N DOUSMAN ST	Class B Tavern License	25	6/29/2023, 7:00 PM	1		
12	HOOLIGAN'S SUPER IRISH DELI & BAR, INC	HOOLIGAN'S	MARK B BUESING, Agt	2017 E NORTH AV	Class B Tavern License	118	6/29/2023, 7:00 PM	1		
13	WV, LLC	TESS	MITCHELL D WAKEFIELD, Agt	2499 N BARTLETT AV	Class B Tavern License	60	7/30/2023, 7:00 PM	1		
14	IFM Farwell	Oriental Theatre	Kristen C Heller, Agt	2230 N FARWELL AV	Class B Tavern License	1,834	7/31/2023, 7:00 PM	1		
15	Sip & Purr LLC	Sip & Purr Cat Cafe	Katherine E McHugh, Agt	2021 E Ivanhoe PL	Class B Tavern License	X	8/30/2023, 7:00 PM	1		
16	BEANS & BARLEY, INC	BEANS & BARLEY	JAMES C NEUMEYER, Agt	1901 E NORTH AV	Class B Tavern License	180	8/30/2023, 7:00 PM	1		
17	The Original MKE, LLC	The Original	Eric E Rzepka Agt	, 2498 N Bartlett	Class B Tavern License	99	9/3/2023, 7:00 PM	1		
18	Kawa Ramen & Sushi Inc	Kawa	LinJin Xiao, Agt	2321-23 N Murray AV	Class B Tavern License		9/12/2023, 7:00 PM	1		

/23, 2:	50 PM				about:blank			
19	Milwaukee Catholic Home Inc	Milwaukee Catholic Home	Reinheimer,	2462 N PROSPECT AV	Class B Tavern License		9/18/2023, 7:00 PM	1
20	Colectivo Coffee Roasters Inc	Colectivo Coffee Roasters Inc	Curtis W Fowler, Agt	2211 N Prospect AV	Class B Tavern License	299	10/17/2023, 7:00 PM	1
21	Yangzi, LLC	Huan Xi	Jun Yang, Agt	2428 N Murray AV	Class B Fermented Malt Beverage Retailer's License		10/31/2023, 7:00 PM	1
22	Yangzi, LLC	Huan Xi	Jun Yang, Agt	2428 N Murray AV	Class C Wine Retailer's License		10/31/2023, 7:00 PM	1
23	The National, LLC	The LaFayette Place	Amy R Plennes, Agt	1978 N Farwell AV	Class B Tavern License		11/3/2023, 7:00 PM	1
24	Door County Brewing Co, LLC	Hacienda Beer Co	James W Anderson, Agt	2018 E North AV	Class C Wine Retailer's License	240	11/24/2023, 6:00 PM	1
25	Crossroads Collective, LLC	Crossroads Collective	TIM B GOKHMAN, Agt	2238 N Farwell AV	Class B Tavern License	231	12/10/2023, 6:00 PM	1
26	The Jazz Estate Inc	The Jazz Estate	JOHN M DYE, Agt	2423 N MURRAY AV	Class B Tavern License	62	12/14/2023, 6:00 PM	1
27	Stone Bowl Grill, LLC	Stone Bowl	Young B Kim, Agt	1958-62 N Farwell AV	Class B Tavern License	99	12/15/2023, 6:00 PM	1
28	Strange Town,	Strange Town	Mia L LeTendre, Agt	2101-2103 N Prospect AV	Class B Tavern License	49	12/18/2023, 6:00 PM	1
29	Charles Allis and Villa Terrace Museums, Inc.	Charles Allis Art Museum	Jaymee Harvey Willms, Agt	1801 N PROSPECT AV	Class B Tavern License	99	1/11/2024, 6:00 PM	1
30	MAA VERAI, INC.	Murray Pantry	Sandipkumar M Patel, Agt	2430 N MURRAY AV	Class A Malt & Class A Liquor License		1/16/2024, 6:00 PM	1
31	Saint John's Communities, Inc	Saint John's on the Lake	Renee E Anderson, Agt	1840 N PROSPECT AV	Class B Tavern License		2/3/2024, 6:00 PM	1
32	Pomona Cider Company LLC		Thomas S Gabert, Agt	2163 N FARWELL AV	Class B Tavern License		2/5/2024, 6:00 PM	1
33	Izzy Hops LL.C	Izzy Hops	MICHAEL J VITUCCI, Agt	2311 N Murray AV	Class B Tavern License		2/6/2024, 6:00 PM	1
34	Woori Wells Corp	Maru	Jongsoo Kim, Agt	2150 N Prospect AV	Class B Tavern License		2/6/2024, 6:00 PM	1
35	Erth Wellness	' Kind Oasis	Salem J Kashou, Agt	2169 N FARWELL AV	Class B Tavern License		2/7/2024, 6:00 PM	1
36	Charles Allis and Villa Terrace Museums, Inc	Villa Terrace Decorative Arts Museum	Jaymee Harvey Willms Agt	2220 N TERRACE AV	Class B Tavern License	85	2/21/2024, 6:00 PM	1
37	Krikar LLC	Koppa's Fulbeli Deli	Karthik B Pothumachi, Agt	1940 N FARWELL AV	Class A Malt & Class A Liquor License		2/26/2024, 6:00 PM	1

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38	lan's Pizza Milwaukee, LLC	lan's Pizza Milwaukee	Ryan W Donovan, Agt	2035 E NORTH AV	Class C Wine Retailer's License		3/1/2024, 6:00 PM	1
39	lan's Pizza Milwaukee, LLC	lan's Pizza Milwaukee	Ryan W Donovan, Agt	2035 E NORTH AV	Class B Fermented Malt Beverage Retailer's License		3/1/2024, 6:00 PM	1
40	PADDY'S PET & PUB, LLC	PADDY'S PET & PUB	ORLEN G WOOD, Agt	2339-A N MURRAY AV	Class B Tavern License	179	3/1/2024, 6:00 PM	1
41	PIZZA SHUTTLE, INC	PIZZA SHUTTLE	MARK H GOLD, Agt	1827 N Farwell AV	Class B Tavern License	150	3/6/2024, 6:00 PM	1
42	Premier Closers LLC	Upper East Bar	Stephanie R Townsend, Agt	1732 E NORTH AV	Class B Tavern License		3/19/2024, 7:00 PM	1
43	SPTresto, LLC	Rice N Roll Bistro	Bundid Muangsiri, Agt	1952 N Farwell AV	Class B Fermented Malt Beverage Retailer's License	*	3/29/2024, 7:00 PM	1
44	SPTresto, LLC	Rice N Roll Bistro	Bundid Muangsiri, Agt	1952 N Farwell AV	Class C Wine. Retailer's License		3/29/2024, 7:00 PM	1
45	El Grupo J & K, LLC	Judy's on North / El Grupo J & K	Kevin I Lopez, Agt	2207 E North AV	Class B Tavern License		4/1/2024, 7:00 PM	1
46	Saz's Catering Inc	Jan Serr Studio	Stephanie L Sazama- Schneck, Agt	2155 N Prospect AV	Class B Tavern License		4/4/2024, 7:00 PM	1
47	PROSPECTO R PARTNERSHI P LLC	VINTAGE	REBECCA E GODFREY, Agt	2203 N PROSPECT AV	Class B Tavern License	151	4/10/2024, 7:00 PM	1
48	LANDMARK BARS, INC	LANDMARK LANES	SLAVA TUZHILKOV, Agt	2220 N FARWELL AV	Class B Tavern License	240	4/11/2024, 7:00 PM	4
49	GPJ OF MILWAUKEE, INC	MA FISCHER'S	HEIDI A PANAGIOTOP OULOS, Agt	2214 N FARWELL AV	Class B Tavern License	240	4/11/2024, 7:00 PM	1
50	FRANKIES RESTAURAN T AND CATERING, LLC	Frankies Restaurant and Catering	Donna D Afrifa, Agt	1815 E KENILWORTH PL	Class B Tavern License		5/10/2024, 7:00 PM	1
I								

Establishments within a 0.5 miles radius centered on area of interest,



Friday, September 15, 2023



Notice of Public Hearing

Blank Notice

PETERSEN, Melanie P, Agent VIER NORTH at 1832 E NORTH Av

Class B Tavern, Public Entertainment Premises and Food Dealer License Applications Requesting Instrumental Musicians and Bands

Tuesday, September 26, 2023 at 1:55 PM

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place on 9/26/2023 at 1:55 PM in Room 301-B, Third Floor, City Hall. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at http://city.milwaukee.gov/citychannel. Those wishing to provide oral testimony via phone or internet are asked to contact the staff assistant, Yadira Melendez at (414) 286-2775 or stasst5@milwaukee.gov for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing.

Important details for those wishing to provide information for the Licenses Committee to consider when making its recommendation:

- 1. The license application is scheduled to be heard at the above time. Due to other hearings running longer than scheduled, you may have to wait some time to provide your testimony.
- 2. You must appear in person and testify as to matters that you have personally experienced or seen. (You cannot provide testimony for your neighbor, parent or anyone else; this is considered hearsay and cannot be considered by the committee.)
- 3. No letters or petitions can be accepted by the committee (unless the person who wrote the letter or the persons who signed the petition are present at the committee hearing and willing to testify).
- 4. Persons opposed to the license application are given the opportunity to testify first; supporters may testify after the opponents have finished.
- 5. When you are called to testify, you will be sworn in and asked to give your name, and address. (If your first and/or last names are uncommon please spell them.)

- 6. You may then provide testimony.
- a. Include only information relating to the above license application.
- b. Include only information you have personally witnessed or seen.
- c. Provide concise and relevant information detailing how this business has affected or may affect the peaceful enjoyment of your neighborhood.
- d. If by the time you have the opportunity to testify, the information you wish to share has already been provided to the committee, you may state that you agree with the previous testimony. Redundant or repetitive testimony will not assist the committee in making its recommendation.
- 7. After giving your testimony, the members of the Licenses Committee and the licensee may ask questions regarding the testimony you have given or other factors relating to the license application.
- 8. Business Competition is not a valid basis for denial or non-renewal of a license.

Please Note: If you have submitted an objection to the above application your objection cannot be considered by the committee unless you personally testify at the hearing. **OCCUPANT CURRENT OCCUPANT CURRENT OCCUPANT** CURRENT OCCUPANT **CURRENT OCCUPANT CURRENT OCCUPANT CURRENT OCCUPANT CURRENT OCCUPANT CURRENT OCCUPANT** CURRENT OCCUPANT **CURRENT OCCUPANT CURRENT OCCUPANT CURRENT OCCUPANT CURRENT OCCUPANT CURRENT OCCUPANT** CURRENT OCCUPANT CURRENT OCCUPANT **CURRENT OCCUPANT CURRENT OCCUPANT** CURRENT OCCUPANT **CURRENT OCCUPANT CURRENT OCCUPANT CURRENT OCCUPANT CURRENT OCCUPANT CURRENT OCCUPANT CURRENT OCCUPANT CURRENT OCCUPANT**

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Total Records: 293

Radius 250.0 feet and Center of the Circle: 1832 E North Av

ccl-busplan 5/12/2020

MILWAUKEE

BUSINESS LICENSE PLAN OF OPERATION

Office of the City Clerk License Division 200 E. Wells St. Room 105, Milwaukee, WI 53202 (414) 286-2238 www.milwaukee.gov/license e-mail address: license@milwaukee.gov

1. Type of Business
Applying for: [Extended Hours (12AM to 5AM) - If a food establishment, check all that apply: Delivery Drive Thru Dining Room
Self Service Laundry Massage Establishment Filling Station
Other (supplemental application for specific license also required)
Provide a detailed description of the type of business you plan on operating: Tavern - Serving food and dvinic, Live music
Do you have any experience operating this type of business? No Yes If yes, explain:
2. Business Operations
a. Proposed Opening Date: August 11, 2023
b. Is this premise under construction? No 🔳 Yes If yes, list estimated completion date:
c. Is this a franchise? 🔳 No 🔲 Yes
d. Is this premises currently licensed? 🔳 No 🗌 Yes If yes, list type of license:
e. Is the current licensee operating? No Yes If no, list date closed:
f. Do you have future plans for other businesses, licenses or permits at this location?
If yes, explain:
g. Have you previously held an Extended Hours License in Milwaukee? 🔳 No 🗌 Yes
If yes, list address(es):
h. Are other businesses operating in the same building? 🔳 No 🗌 Yes If yes, describe:
3, Litter & Noise
a. How are grounds kept clean? Sweep Pressure Wash Pick Up Litter Other:
b. How often will grounds be cleaned? Daily Weekly As Needed Monthly Other:
c. Grounds cleaned by: Licensee Building Owner Employees Hired Maintenance Other:
d. How are noise issues prevented and/or addressed? Security Manager approaches customer(s) Call Police
Signs Posted Other:
e. Will a sound amplification system be used? 🔳 No 🗌 Yes If yes, describe:
4. Smoking & Sanitation /
a. Are there designated outdoor smoking areas? No V Yes If yes, describe: Trash can/Cigarette disposal
b. Number of Garbage Cans: Inside: 10 Locations: Kitchen, bar, restrooms, near exits
Outside: 2 Locations: near both exits
c. Is a crowd control barrier used? 🔳 No 🗌 Yes If yes, describe:
d. How many restrooms are on the premises? 5
e. Name of solid waste contractor: Advanced Disposal Waste Management Other:

5. Security								
a. Are there onsite parking sp plan: PWANG Lot	oaces? No Yes.	If yes, how i	nany? <u>13 </u>	d describe	the parking security NE building			
b. Is there a loading zone?	b. Is there a loading zone? \(\subseteq No \) Yes If yes, describe the loading area security plant LOGAIN \(\frac{2000}{2000} \)							
is on Southw	is on Southwestern side of building. Cameras directly above.							
•	c. Will you have security personnel on premise? No Yes If yes, how many? 2 and answer the following:							
What are their resp	onsibilities? ID check a	and metal o	letector					
ls security equipme	nt used? 🔲 No 🔳 Ye	es If yes, de	scribe Metal detector					
- -	certification, or training							
d. Will there be security cam	eras? No Yes	If yes, how i	many? 18 and list I	ocations:	plan attached			
Cameras (12) 1	nside of build	ing, la	meras (0) or	itside	or building			
e. Will searches/identification	A LINE OF THE PROPERTY OF THE PARTY OF THE P		lo 🔳 Yes If yes, describ)e				
6. Percentage of Sales								
Alcohol <u>TO</u> %	Food	<u>D_</u> %	Secondhand Merchandise	•	Precious Metals & Gems			
Entertainment <u>0</u> %	Cigarettes <u>0</u>	%	<u>0</u> %		<u>U</u> %			
Pawnbroker Activity 0 %	Salvaged Materials 0 (such as scrap metal)	%	% Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) 0 %		Other 0 % Describe:			
7. Businesses/Licenses	on the Premises	s (check	all that apply):					
Type 1								
Full Service Restaurant	Cafe/Coffee Shop		ast Food Restaurant		e/Fraternal/Veterans Club			
Night Club	Tavern	_	Cocktail Lounge		Feen Club			
Banquet Hall	Sports Facility	Bowling	·					
Hotel/Motel: Number of Flo		Roomin		•				
	oms:	with the Art	Number of Roo	ms:				
Type 2 Liquor Store	Corner Store	Superm	arket	Conver	nience Store			
Gas Station	Amusement/Phonog	raph Distribu	tor	Recycli	ing, Salvage or Towing			
Used Car Dealer	Dawsand Contine Establishment							
What other licenses/permits will	you hold at this location? ((check all that	t apply)					
Occupancy Permit	ligarette & Tobacco ☐Ga	as Station 🔲	Extended Hours Class "I	B" Tavern	Weights & Measures			
Secondhand Dealer	Precious Metal & Gem	Other:		· · · · · · · · · · · · · · · · · · ·				
8. Legal Capacity (onl	y if a Type 1 prer	mises in	#7 above)					
Capacity 100 (Call the	e Milwaukee Developmen	t Center at 41	.4-286-8211 if you have que	estions.)				

9. Premises De	escription			1.5					
■1 st Floor □2	(s) of the premises that will be premises that will be premises that will be premised by the premise	ge lPatio '3eer Garder	iness (include areas used n □Sidewalk Café ■De	only for storage) eck □Rooftop	:				
	be:								
	on: Major Thoroughfare	Secondary Street COt							
	c. Nearest Major Cross Street: Cramer d. Describe Building: Free Standing Building Strip Mall Other:								
d. Describe Buildi	ng: 🔳 Free Standing Buildin ses Structure: 🔲 Single Stor	g Strip Mall Other:	3 Darbara						
	ses Structure: 🔝 Single Stor unding Area: 🔲 Commercia								
	unding Area: Commercial Name: Grey Lite LLC	Caresidential Industr	Phone Number: 414-24	18-3601	**************************************				
g. Building Owner	r Address: 1626 N. Prospe	ect Ave. Apt 2310 5320	2						
to Proceeding Proceedings									
10. Hours of C	peration & Custor	ners							
Will customers be ent	ering the premises? 🔲 No	■ Yes							
'		s of Operation:	Estimated Number of Customers	Potential Age Range	Class B Tavern Applicant Only:				
Day of the Week	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)	expected each day	of Customers	Age Restriction (if none, write 'None')				
Sunday	6:00 AM	2:00 AM	100	D-100	21 and older				
Monday	6:00 AM	2:00 AM	100						
Tuesday	6:00 AM	2:00 AM	100						
Wednesday	6:00 AM	2:00 AM	100						
Thursday	6:00 AM	2:00 AM	100						
Friday	6:00 AM	2:30 AM	100						
Saturday	6:00 AM	2:30 AM	100	→	4				
An Extended Hours E	stablishment License is requi , tanning, etc.), recording stu	red for any convenience sto dio or restaurant which is op	re, filling station, persona oen between the hours o	al service establis f 12:00 a.m. and	hment (such as tattoo, body 5:00 a.m.				
Alcohol Establishmer Permitted Hours of C	nts Class A: 8:00	am to 9:00 pm Sunday thru am to 2:00 am Sunday thru	Saturday						
Entertainment Outdo	oor Closing Hours: 10:0	Opm Sunday-Thursday; 12:0 stablished by the Common C	Doam Friday & Saturday; Jouncil in its approval of t	unless a different he licensee's pla	time, either earlier or later, n of operation.				
11. Signature	e(s)		11/						
			MAL	//	1				
(If there are no	oprietor, Partner, or 20% or n 20% or more shareholders, er-print name/title and sign)	nore Shareholder	Signature of additional	partner or 20% o	or more shareholder				

See Application Information for a complete list of all required application forms.



ALCOHOL BEVERAGE & PUBLIC ENTERTAINMENT PREMISES SUPPLEMENTAL APPLICATION

Office of the City Clerk License Division 200 E. Wells St. Room 105, Milwaukee, WI 53202 (414) 286-2238 e-mail address: license@milwaukee.gov <u>www.milwaukee.gov/license</u>

Legal	Entity Name: Vier North LLC
	ise Address: 1832 E. North Ave. Milwaukee, Wi, 532 02
	imity of Premises to Church, School, Daycare Center or Hospital
Is the	e building within 300 feet of any church, school, daycare center or hospital? No 🗹 Yes
"Ser	vice Bar Only" Designation
	plying for Class B or C license, are you applying for "Service Bar Only"?
Servi No s	ice Bar Only means customers cannot sit at the bar. Alcohol is served to employees who serve patrons seated at tables. Stools, chairs or other articles of furniture shall be placed at the service bar for patrons to sit upon.
	iness Information
	Are you taking out this application for anyone that may not be eligible for a license?
a)	If yes, list their name and address:
b)	Will the agent, a partner or the individual licensee be conducting the day-to-day operations of the business? 🔲 No 🗹 Yes
	If no, list the name and address of the person(s) who will:
	Class B Applicants: If the agent, a partner or the individual licensee will not be conducting the day-to-day operations of the business,
	the person(s) listed above must obtain a Class B Managers license.
c)	Does anyone else have money invested or any other interest in this business? V No Yes
d)	If yes, explain: Have you made an agreement with anyone to repay any loan or any other payments based upon income from the business?
۵,	No Yes If yes, list name and address:
Dro	perty Information (New & Transfer Applicants Only)
110	
a)	Do you own or lease the building? Own Lease
b)	Wile Owns the interest (i.e. consequence)
c)	Are you purchasing the stock and/or fixtures?
d)	Total amount paid for business \$
e)	Total amount paid for goodwill of the business \$
	Goodwill comprises the reputation and customer relationships of an existing business. If the price you pay for the business exceeds the fair market value of all of the rest of the assets of the business, the excess may be considered goodwill.
f)	Have you made arrangements with the seller for payment of personal property taxes? No Yes
Lea	ase Information (New & Transfer Applicants who are leasing the premises only)
a)	
b)	
(c)	I Vos
e)	the state of the s

Lea	se Information (Continued)
f)	In addition to paying the monthly rental, will you have to pay anything additional to the owner of the building to guarantee performance of the lease? No Yes If yes, explain
g)	Does the present owner or occupant object to the granting of your license? No res
Cha	ange of Agent Applicants Only
	we there been any changes to the floor plan since the last application was submitted? No Yes no, a new floor plan is not required. If yes, submit a new floor plan and explain the change(s):
Sig	nature
Sign:	ature of Sole Proprietor, Partner or 20% or More Shareholder o 20% or more Shareholder, Corporate Officer - print name/title and sign)
	Note: All information contained in this application is subject to approval by the Common Council. Deviating from approved plan of operation will subject licensee to citations, and/or suspension or non-renewal of the license. Contact the License Division for information on how to request changes. New and transfer of premises applicants must submit the following:

Detailed floor plan

If a restaurant, copy of the menu



FOOD DEALER LICENSE PLAN OF OPERATION

OFFICE OF THE CITY CLERK, LICENSE DIVISION
CITY HALL, 200 E. WELLS ST, ROOM 105, MILWAUKEE, WI 53202
(414) 286-2238 * license@milwaukee.gov * www.milwaukee.gov/license

Legal Entity Name: Vier North UC
Premises Address: 1832 F. North Ave.
SECTION 1 TYPE OF BUSINESS
What will be the majority of your food sales? (check one)
Restaurant Items (meals): MEALS include, but are not limited to, chicken, ribs, sandwiches, roasted corn, baked potatoes, hot dogs, brats, tacos, nachos w/ cheese and meat, French fries, cooked or deep fried vegetables/fruit, cooked cheese curds, corn dogs, egg rolls, salads.
Retail Items (snacks and beverages): RETAIL items include, but are not limited to, ice cream/soft serve, lemonade, snow cones, coffee, espresso, cappuccino, tea, fruit juice, smoothies, candy, dispensed soda, fruit cups, bakery, cookies, kettle corn, cotton candy, funnel cakes, fritters, tortilla chips w/ cheese.
Will it be a convenience store? Yes No A convenience store contains less than 5,000 square feet of retail space and has, as its primary business, the sale of basic food items and in addition, sells household products or is a filling station that sells basic food items and household products.
☐ Bed & Breakfast ☐ Micro Market □ Micro Market
All Applicants: Submit a menu or a list of food items that will be sold.
Will any wholesale business be done? W No Yes If yes, what percentage of food sales will be wholesale?
Less than 25%
25% or More AND: Restaurant items (meals) will be sold – Complete this application and also contact DATCP.
NO restaurant items (meals) will be sold - Do NOT complete this application. Contact DATCP only.
SECTION 2 FOOD PROCESSING
Will any food processing be done? , No Yes
Processing is defined as assembling, grinding, cutting, mixing, baking, coating, stuffing, packing, bottling, grilling, canning, extracting, fermenting, distilling, pickling, freezing, drying, smoking, or packaging.
SECTION 3 FOOD REQUIRING TEMPERATURE CONTROL
Will any food that requires temperature control be sold? No Ves (includes dairy products such as milk, cheese, and ice cream, fish, shellfish, meat, poultry)
If yes, list the types of food items: Appetrizers, Burgars, Salads,

ccl-foodplan 2/28/19

SECTION 4 DETAILS OF OPERAT	ION	
Will you have seating on site for dining?	☐ No	√Yes
Will you be doing any catering?	☑No	☐ Yes
Will you be doing any delivery?	[☑ No	Yes
Will you have outdoor activities?	No	Yes - Check all that apply: Bar Cooking/Grilling Dining
Will you have a drive thru window?	☑ No	Yes - Are hours different from inside? No Yes
·		If Yes, provide drive thru hours:
Will scales or barcode scanners be used?	☑ No	Yes - You must also apply for a Weights & Measures License.
SECTION 5 ADDITIONAL SITES	in a tradition to see sec-	
Where will food be prepared and/or sold?		
At a single site At multiple sit	es: How	many?(for example, a hotel with several dining rooms or bars)
If multiple sites, attach a Food Dealer Add	itional Sit	e Addendum (ccl-foodadd) for each additional site.
SECTION 6 CONSTRUCTION OR	CHANG	ES
Are you planning any construction, remod	deling or e	quipment changes?
No If No, SKIP to Section 8		
Yes If Yes, check all that apply:	☐ Ne	w construction of a building Renovation or remodeling
List.	TU Cor	nstruction changes to existing building Equipment changes only
Provide a brief description of the changes		See attached plan
Start date:	" -	
	itaat.	
Name, Address & Phone Number of Arch		
Name, Address & Phone Number of Cont	ractor: _	
SECTION 7 ALCOHOL BEVERA	GFS	
Are you applying for an alcohol beverage		
No If No, SKIP to Section 8		
, -	s annrove	d prior to the alcohol license, when do you want the food license issued?
i —		me as the alcohol license
SECTION 8 ACKNOWLEDGEM	ENTS & S	ilGNATURE
You must initial each item confirming yo	ur unders	tanding:
$ \alpha \rangle$		nust conduct an inspection and advise the License Division of their approval
A hefore the license may be iss	ued.	
I understand I must obtain at	n occupan	cy permit from the Department of Neighborhood Services and an inspection
may be required. Neighborh be issued:	ood Servi	ces must advise the License Division of their approval before the license may
Junderstand the district alde	rperson v	vill review and either support or object to my application. If he/she objects, I
may appeal and be schedule	d to appea	ar before the Licenses Committee. The Licenses Committee will then make a ncil. The Common Council must grant the license before it may be issued.
I understand proof of payme	ent for all l	icense fees must be on file in the License Division before the license may be
issued and the license must	be issued	and posted in my establishment prior to opening for business.
I will not operate my food bu	usiness un	til the license has been issued and posted in the establishment.
Signature of Sole Proprietor, Partner, or	r 20% Sha	gholder:
Signature of Additional Partner:		HALL TO THE STATE OF THE STATE
Signature of Additional Fathren.	-WC	

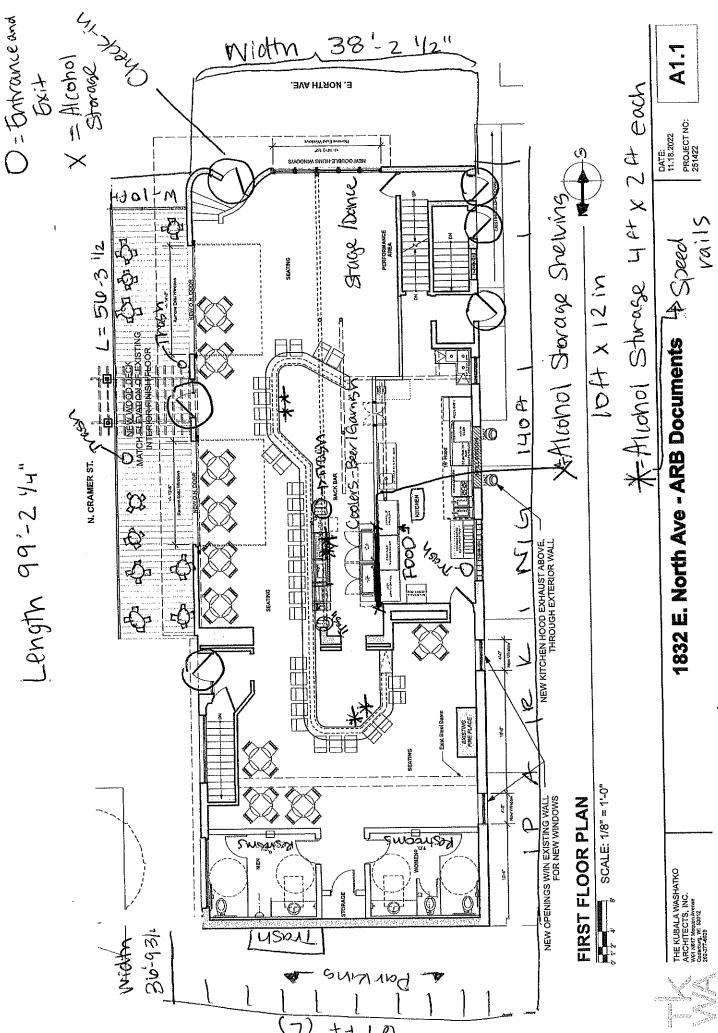


PUBLIC ENTERTAINMENT PREMISES LICENSE SUPPLEMENTAL APPLICATION

Office of the City Clerk License Division
200 E. Wells St. Room 105, Milwaukee, WI 53202
(414) 286-2238- www.milwaukee.gov/license e-mail address: license@milwaukee.gov

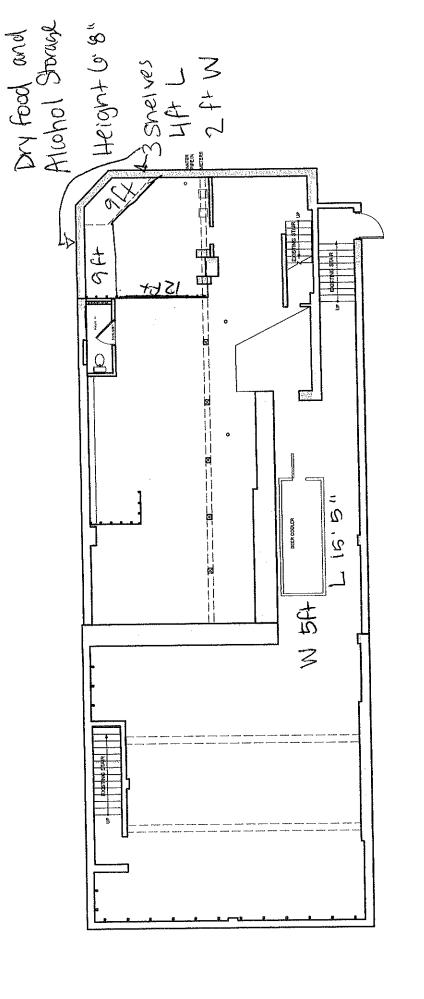
PREMISES ADDRESS: 183	2 E. Norty	1 AVC	
TYPES OF ENTERTAINMENT (CH	IECK ALL THAT APPLY)		
M Instrumental Musicians	Battle of the Bands	Dancing by Performers	Amusement Machines. How many?
▼ Bands	Comedy Acts	Adult Entertainment/ Strippers/Erotic Dance	Concerts Approx. # per year?
☐ Bowling Alley How many?	Disc Jockey	Wresting	Theatrical Performances Approx. # per year?
Pool Tables How many?	Magic Shows	Patron Contests	Jukebox
Motion Pictures (movies by admission) - How many?	Poetry Readings	Patrons Dancing	Karaoke
Other:			
Entertainment Outdoor Closing Hours:	10:00pm Sunday-Thursday; 12:00a Is established by the Common Cou	m Friday & Saturday; unless a different tim ncil in its approval of the licensee's plan of c	e, either earlier or later, operation.
PROMOTERS/SOUND AMPLIFIC			
Will promoters ever be used for any of		Yes If Yes, Describe:	
Premises License. If you would like to	t Center at 414-286-8211 with que request the license be approved	escribe: Speakews I A sestions.) Legal capacity determines the with a lower capacity than that listed our license and override the capacity li	ne fee for your Public Entertainment above, indicate the lower capacity
ACKNOWLEDGEMENT/SIGNAT			
I understand that after the license has the Common Council. I agree to infor I understand that I shall not willfully re the general public because of race, co orientation, gender identity or expres dressed in uniform or not; and shall no selection of personnel for training or	m the City Clerk within 10 days of efuse to provide the services offe lor, sex, religion, national origin o sion, familial status or the fact th ot seek such information as a cor	f any substantial changes in the inform red under this license, or add charges or ancestry, age, handicap, lawful sour at a person is now or has been a mem dition of employment, or penalize any	nation-supplied in this application. or require deposits not required of ce of income, marital status, sexual ber of the military service, whether
I have knowledge of the City Ordinand suspension, non-renewal or revocation	ces currently regulating public en on, if I violate any rule, law or regu	tertainment, and understand that the ulation of the city of Milwaukee and St	license may be subject to tate of Wisconsin.
Melph	av 2007 or More Charabaldar	and and continuous an	
Signature of Sold Proprietor, Partner ((If no 20% or more Shareholder, Corp	orate Officer - print name/title a	nd sign)	
Office Use Only: Initials: Filed:	App:		

Only PEP? No Yes If Yes, Queue to MPD and Email Mgrs/Team Lead (must be heard w/in 60 days)



4/2/10/23

Vier North Agent: Nelanie Petersen Gunnal Love Vier North IL コアケ クト



1832 E. North Ave - ARB Documents

GENERAL NOTE: EXISTING BASEMENT TO REMAIN, NO WORK

3,698 Basement Square Formse

BASEMENT PLAN | Shorable

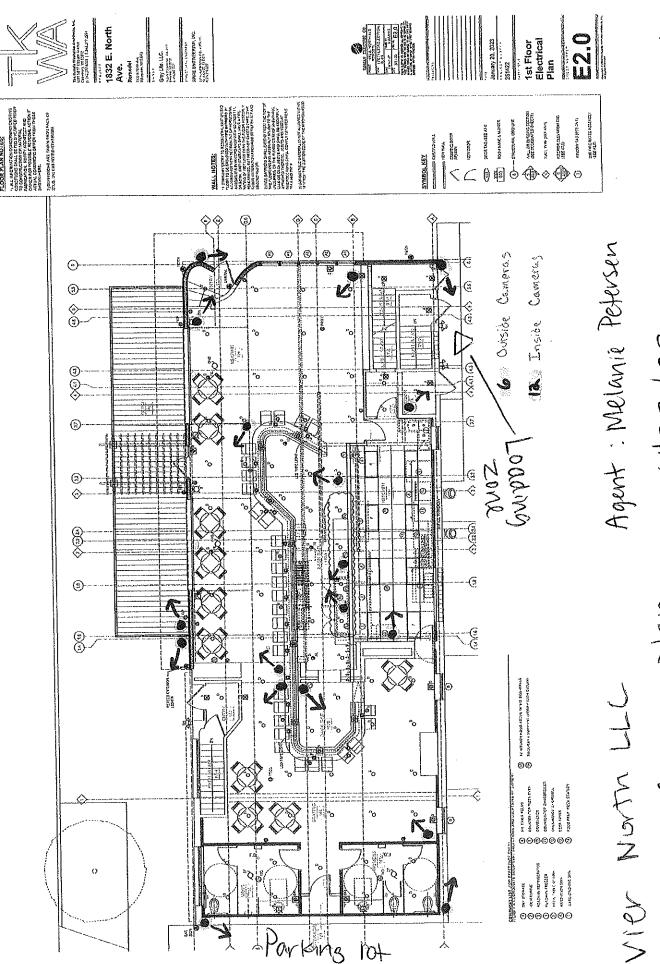
SCALE: 1/8" = 1'-0"

Agent: Melourie Petersen

THE KUBALA WASHATKO ARCHITECTS, INC. Wis 1887 Mesuso Avenue Cecanoug, WI 33012 55277-5039

Vier North LLC

4 26 23



4/27 /23

Spanning I Comera plan

VIER NORTH MENU

Appetizers

Cheese Curds	Fried, white cheddar cheese Served with ranch or marinara	\$
Cauliflower bites	House battered cauliflower Served with garlic aioli	\$
lalapeno Poppers	Stuffed with Served with ranch	\$
Sliders	Beef patty topped with lettuce, tomato, mayo & choice of cheese Cheeses: Cheddar, Pepperjack, Provolone, Swiss & American	\$
Chicken Tenders	House breaded & fried chicken Served with choice of dipping sauce	\$
Chicken Wings	# of chicken wings tossed in your choice of sauce Sauces:	\$
	Burgers	
Bryan's Burger	Beef patty, pepperjack cheese, avocado, dijon, ketchup Served with fries, sweet potato fries, or tots	\$
BYO Burger	Lettuce, tomato, onion (raw or fried), avocado, bacon, pickles, mushroom, choice of cheese Cheeses: Cheddar, Pepperjack, Provolone, Swiss & American Served with fries, sweet potato fries, or tots	\$
,	Pizza	
BYO Pizza	Mushroom, onion, tomato, green pepper, black olives, pepperoni, sausage, jalapeno, pineapple	\$
	Salads	
Chicken Caesar	Chicken (fried or grilled) Romaine, parmesan cheese, croutons Served with Caesar dressing	\$
BYO Salad	Romaine, iceberg, onion, mushroom, green pepper, tomato, black olives, pepperoni Add chicken (grilled or fried) Dressing: Ranch, bleu cheese, Italian, French, Caesar, Thousand Island	\$

Martinis

Washington Apple	2 parts Knob Creek bourbon, 1 part Apple Pucker, sour apple puree, lime juice, splash of cranberry with sugar rim	\$
Pomegranite	2 parts raspberry vodka, 1 part triple sec, lime juice, pomegranite juce, passion fruit puree with sugar rim	\$
Side Car	2 parts brandy, 1 part triple sec, equal parts lime & orange juice with sugar rim	\$
Lemon Drop	Citron vodka, house made lemon drop mix with sugar rim	\$
French 75	2 parts gin (or vodka), lemon juice, topped with champagne	\$
	Cocktails	
Brandy Old Fashion	Muddled orange, cherries, splash of bitters & sugar 2 parts brandy topped off with choice of soda	\$
Bloody Mary	Gus's special bloody mary mix, 2 parts vodka Served with small beer chaser	\$
Margarita	2 parts tequila, 1 part triple sec, splash of Gran Marnier, lime juice, seltzer with sugar rim	\$
Sangria	2 parts brandy, 1 part triple sec, Lambrusco, orange & pineapple juice, topped with Sprite	Ş