



DEPARTMENT OF BUSINESS AFFAIRS AND CONSUMER PROTECTION  
CITY OF CHICAGO

**LIQUOR LICENSE PLAN OF OPERATION**

**Licensee:** The Lunch Room Inc.  
DBA: The Lunch Room

**Premises:** 70 West Madison Street  
Chicago, Illinois 60602

**Application Type:** Package Goods (1474)

**Account Number:** 420132

**Site:** 01

Pursuant to City of Chicago Municipal Code ("M.C.C.") Sections 4-60-040 (h), the Department of Business Affairs and Consumer Protection ("BACP") / Local Liquor Control Commission ("LLCC") of the City of Chicago and the above-named Licensee have agreed to the issuance of a Package Goods liquor license under the following conditions:

1. **Hours of Operation:** Licensee agrees that alcoholic beverages will only be sold during the following hours:  

Monday-Sunday                      11:00 am – 8:00 pm
2. **Restricted Sales.** The Licensee agrees not to sell, order or stock any of the following liquors, non-liquors, and tobacco products:
  - a. **Fortified Wines:** Wild Irish Rose, Night Train, Italian Swiss, Gallo, Taylor Port and White Port, MD 20/20, Cisco, Cook Breeze, Thunderbird, Sunset Grain Alcohol, Seagram's Spritzer and other such fortified wine brands.
  - b. **Special Brews:** All High-gravity malt liquors: St. Ives, Steel Reserve 211, Colt 45, Sparks, Juose, Schlitz, Axe Head, CamoBlack, Cobra, KoKoloko or other products sold in containers resembling liquor bottles or fruit flavored alcoholic beverages.
  - c. **Price Points:** \$10.99 minimum per 4-6 pack of beer and \$15-\$30 per wine bottle.
  - d. **Other products:** Any single serve containers, unlabeled cups, products sold in containers resembling liquor bottles or fruit flavored alcoholic beverages to anyone under the age of 21 years.
  - e. **Tobacco products:** No tobacco products will be sold.
3. **Security.** The Licensee will work with the Building Management to ensure that the building security will also be monitoring around the licensed premise.



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4. **Cameras.** Licensee shall install cameras and maintain video surveillance for at least 30 days. Copies of the video surveillance shall be made available to the Chicago Police Department upon its request.
5. **Installation of Liquor Coolers.** The Licensee agrees that no more than one cooler used to store beer and wine will be located inside the premises. This cooler will be no larger than approximately 50 square feet.
6. **Square Footage of Sales.** The square footage that will be used for the sale of packaged goods will be approximately 300 square feet. This includes the space occupied by the cooler stated in paragraph 5.
7. **Expansion of Use.** The Licensee agrees not to expand the Premises without, first, applying to the City of Chicago for the right to expand the Premises.
8. **Legal Identification Program.** Licensee agrees to have the licensee and all employees pass a required alcohol servers training class such as BASSETT or TIPS and will ask all patrons to submit proper forms of legal identification prior to selling any packaged goods liquor.
9. **Community Participation.** The Licensee agrees to work with the local alderman, city agencies and any community groups to address any issues with the operation of the business.
10. **Complaint Procedure.** Licensee agrees that in the event BACP/LLCC receives a complaint, the Licensee shall cooperate fully with any investigation, including, but not limited to, submitting any records requested by BACP/LLCC. Licensee shall, upon request of BACP/LLCC, produce any records requested within ten (10) days of such request.
11. **Miscellaneous.**
  - a. Licensee shall disallow the formation of lines on the exterior of the premises.
  - b. Licensee shall take steps to prevent fighting, disturbances of the peace, public intoxication, unruly behavior, or any other criminal activity by the presence of adequate exterior lighting, and the presence of security personnel to deter patrons from participating in these types of activities. Security personnel shall be strategically placed at the common exits in order to survey the premises and prevent problems. Security personnel at the entrances shall enforce occupancy limits at all times. In the event that any criminal activity occurs, the incident shall be documented in a log and the police department shall be contacted.
  - c. Licensee shall immediately address any public nuisance issues which adversely impact the health, safety, and welfare of the community.



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- d. Licensee shall regularly attend CAPS Beat meetings and CAPS hospitality meetings and agrees to set up and/ or attend meetings with the alderman, police commander, and community residents or groups to discuss any concerns regarding the operations of the Licensee's business.
12. **Amendment or Modification.** Licensee agrees that this plan of operation cannot be modified or amended without input by the local Alderman.


The conditions of this liquor license are legally binding and may be enforced by City of Chicago enforcement authorities under M.C.C. §§ 4-60-040(h). All other conditions of the license are governed by the City of Chicago Municipal Code. Violation of the above stated conditions may result in the imposition of a fine and/or suspension or revocation of all business licenses issued to the Licensee. Violations of the above stated conditions may also result in the issuance of cease and desist orders prohibiting the activity which violates the conditions of the liquor license.

The conditions of the business licenses issued pursuant to this Plan of Operation shall apply to the business address and Licensee and to all officers, managers, members, partners and direct or indirect owners of the entity of which is licensed. The sale of the Licensee to other persons purchasing the stock of the licensed entity shall be subject to the same conditions set forth in this Plan of Operation. Any and all potential new owners of the licensed entity shall be subject to the same conditions set forth in this Plan of Operation.

It shall be the duty of every person conducting, engaging in, operating, carrying on or managing the above-mentioned business entity to post this Liquor License Plan of Operation next to the business license certificates in a conspicuous place at the business address.

**Licensee:** The Lunch Room Inc.

**Address:** 70 West Madison Street  
Chicago, Illinois 60602

  
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Rodd Goldman  
The Lunch Room Inc.

7/5/18  
Date

  
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Shannon Trotter, Commissioner  
Local Liquor Control Commission  
City of Chicago