

ALCOHOL LICENSE COMMITTEE AGENDA

August 25, 2025

4:00 PM

Meeting Room A

City-County Government Center

160 S Macy Street

Fond du Lac, Wisconsin

I. ROLL CALL

A. Attendance

B. Declaration Quorum Present

II. CONSENT AGENDA

A. July 28, 2025 Minutes

III. ACTIONS

A. Class "B" Fermented Malt & "Class C" Wine License

Limited Liability Co: NoriFondduLac LLC

Agent Name: Wenkai Wang

d/b/a: Nori Sushi and Grill

Business Address: 836 W Johnson Street

B. Temporary Class "B" Licenses/Picnic Licenses

- Critter Junction Pet Rescue (Not your Grandma's Bingo 8/30/2025)
- Salute the Troops (Fondue Fest 9/6/2025)
- North Eastern WI American Guild of Organists (Halloween at the Cathedral 10/31/2025)

IV. ADJOURN

**ALCOHOL LICENSE COMMITTEE
CITY OF FOND DU LAC, WISCONSIN**

Title: July 28, 2025 Minutes

Subject:

Initiator:

Location:

Recommendation:

ATTACHMENTS:

	File Name	Description
📎	Minutes_2025_7_28_Meeting(1242).pdf	Minutes

**ALCOHOL LICENSE COMMITTEE
MEETING MINUTES
CITY OF FOND DU LAC, WISCONSIN
Meeting Room A
160 S Macy Street**

July 28, 2025
4:00 PM

ROLL CALL

Attendance

Present

Scott Gilgenbach
Brandon Hiller
Melissa Kolstad
Kathryn Strong Langolf
Thomas Schuessler

Absent

Mason Gravelle (excused)
Andrew Hayes (excused)

Administration

Ali Panagopoulos, Deputy City Attorney
Robb Duveneck, Police Captain

Declaration Quorum Present

Chairperson Kolstad declared a quorum present.

CONSENT AGENDA

June 30, 2025 Minutes

A Motion was made by Scott Gilgenbach to approve June 30, 2025 minutes and seconded by Brandon Hiller, and the motion was **Passed**.

Ayes: Gilgenbach, Hiller, Kolstad, Schuessler, Strong Langolf

Absent: Gravelle, Hayes

INPUT

Audience Comments

The Presiding Officer Shall Limit Comments To Items Noticed On The Agenda

No audience comments were made.

ACTIONS

"Class C" Wine License

Limited Liability Co: Noel's Touch Esthetics LLC

Agent Name: Noel Deibert

d/b/a: Noel's Touch Esthetics

Business Address: 42 N Main Street

A Motion was made by Thomas Schuessler to recommend for approval "Class C" Wine License for Noel's Touch Esthetics at 42 N Main Street and seconded by Kathryn Strong Langolf, and the motion was **Passed**.

Ayes: Gilgenbach, Hiller, Kolstad, Schuessler, Strong Langolf

Absent: Gravelle, Hayes

"Class C" Wine License

Limited Liability Co: Twisted Warrior LLC

Agent Name: Lucille Mathers

d/b/a: The Twisted Warrior Yoga Studio

Business Address: 15 N Main Street (3rd Floor)

A Motion was made by Kathryn Strong Langolf to recommend for approval "Class C" Wine License for Twisted Warrior Yoga Studio at 15 N Main Street and seconded by Scott Gilgenbach, and the motion was **Passed**.

Ayes: Gilgenbach, Hiller, Kolstad, Schuessler, Strong Langolf

Absent: Gravelle, Hayes

Temporary Class "B" Licenses/Picnic Licenses

- FDL Blue Line Hockey (Cruise in Car Show 8/8/2025)

A Motion was made by Scott Gilgenbach to approve Temporary Class "B" Licenses and seconded by Brandon Hiller, and the motion was **Passed**.

Ayes: Gilgenbach, Hiller, Kolstad, Schuessler, Strong Langolf

Absent: Gravelle, Hayes

ADJOURN

A Motion was made by Brandon Hiller to adjourn at 4:08 p.m. and seconded by Kathryn Strong Langolf, and the motion was **Passed**.

Ayes: Gilgenbach, Hiller, Kolstad, Schuessler, Strong Langolf

Absent: Gravelle, Hayes

**ALCOHOL LICENSE COMMITTEE
CITY OF FOND DU LAC, WISCONSIN**

Title: Class "B" Fermented Malt & "Class C" Wine License

Subject: Limited Liability Co: NoriFondduLac LLC
Agent Name: Wenkai Wang
d/b/a: Nori Sushi and Grill
Business Address: 836 W Johnson Street

Initiator:

Location:

Recommendation:

ATTACHMENTS:

	File Name	Description
📎	Nori_Sushi_applications.pdf	Application
📎	Nori_Sushi_business_plan.pdf	Business Plan
📎	07-29-25NoriSushiMemo.pdf	Police Memo

rpt. # 8803

Form
AB-200Alcohol Beverage License
Application

For Municipal Use Only	
Municipality	City of Fond du Lac
License Period	9/1/2025 - 6/30/2026

License(s) Requested: (up to two boxes may be checked)

☒ Class "A" Beer \$ ☒ Class "B" Beer \$
☐ "Class A" Liquor \$ ☐ "Class B" Liquor \$
☐ "Class A" Liquor (cider only) \$ ☐ Reserve "Class B" Liquor \$
☒ "Class C" Liquor (wine only) \$

Fees	
License Fees	\$ 200
Background Check Fee	\$
Publication Fee	\$ 65
Total Fees	\$ 265

Part A: Premises/Business Information

1. Legal Business Name (Individual name if sole proprietorship)

NoriFonddulac LLC

2. Business Trade Name or DBA

Nori Sushi and Grill

3. FEIN

332484930

4. Wisconsin Seller's Permit Number

456-1032003584-04

5. Entity Type (check one)

☐ Sole Proprietor ☐ Partnership ☒ Limited Liability Company ☐ Corporation ☐ Nonprofit Organization

6. State of Organization

WI

7. Date of Organization

01/14/2025

8. Wisconsin DFI Registration Number

2025

9. Premises Address

836 w Johnson st

10. City

Fond Du lac

11. State

IL

12. Zip Code

13. County

Fond du Lac

14. Governing Municipality: ☒ City ☐ Town ☐ Village

of:

15. Aldermanic District

16. Premises Phone

(608) 718-0999

17. Premises Email

norifonddulac@gmail.com

18. Website

norisushieats.com

19. Premises Description - Describe the building or buildings where alcohol beverages are produced, sold, stored, or consumed, and related records are kept. Describe all rooms within the building, including living quarters. Authorized alcohol beverage activities and storage of records may occur only on the premises described in this application. Attach a map or diagram and additional sheets if necessary.

The alcohol will be consumed inside of restaurant dining room. It will be ordered at the dining tables and stored in the alcohol shelving at the waitress station.

20. Mailing Address (if different from premises address)

12560 s poplar crossing

21. City

Plainfield

22. State

IL

23. Zip Code

60585

Part B: Questions

1. Has the business (sole proprietorship, partnership, limited liability company, or corporation) been convicted of violating federal or state laws or local ordinances? Exclude traffic offenses unless related to alcohol beverages. ☐ Yes ☒ No

If yes, list the details of violation below. Attach additional sheets if necessary.

Law/Ordinance Violated	Location	Trial Date
Penalty Imposed	Was sentence completed?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Law/Ordinance Violated	Location	Trial Date
Penalty Imposed	Was sentence completed?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

2. Are charges for any offenses pending against the business? Exclude traffic offenses unless related to alcohol .. ☐ Yes ☐ No
If yes, describe the nature and status of pending charges using the space below. Attach additional sheets as needed.

3. Is the applicant business or any of its officers, directors, members, agent, employees, owners, or other related individuals or entities a restricted investor with any interest in an alcohol beverage producer or distributor? .. ☐ Yes ☒ No
If yes, provide the name of the restricted investor and describe the nature of the interest.

4. Is the applicant business owned by another business entity? .. ☐ Yes ☒ No
If yes, provide the name(s) and FEIN(s) of the business entity owners below. Attach additional sheets as needed.

4a. Name of Business Entity	4b. Business Entity FEIN
-----------------------------	--------------------------

5. Have the partners, agent, or sole proprietor satisfied the responsible beverage server training requirement for this license period? Submit proof of completion. ☒ Yes ☐ No

6. Is the applicant business indebted to any wholesaler beyond 15 days for beer or 30 days for liquor/wine? ☐ Yes ☒ No

7. Does the applicant business owe past due municipal property taxes, assessments, or other fees? ☐ Yes ☒ No

Part C: Individual Information

List the name, title, and phone number for each person or entity holding the following positions in the applicant business or businesses listed in Part B, Question 4: sole proprietor, all officers, directors, and agent of a corporation or nonprofit organization, all partners of a partnership, and all members, managers, and agent of a limited liability company. Attach additional sheets if necessary.

Include Form AB-100 for each person listed below. Corporations and LLCs must appoint an agent by including Form AB-101.

Last Name	First Name	Title	Phone
Chen	Huifang	Owner	
Wang	Wenkai	Agent	

Part D: Attestation

One of the following must sign and attest to this application:

- sole proprietor
- one general partner of a partnership
- one corporate officer
- one member of an LLC

READ CAREFULLY BEFORE SIGNING: Under penalty of law, I have answered each of the above questions completely and truthfully. I agree that I am acting solely on behalf of the applicant business and not on behalf of any other individual or entity seeking the license. Further, I agree that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another individual or entity. I agree to operate this business according to the law, including but not limited to, purchasing alcohol beverages from state authorized wholesalers. I understand that lack of access to any portion of a licensed premises during inspection will be deemed a refusal to allow inspection. Such refusal is a misdemeanor and grounds for revocation of this license. I understand that any license issued contrary to Wis. Stat. Chapter 125 shall be void under penalty of state law. I further understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.

Last Name	First Name	M.I.
Chen	Huifang	
Title	Email	Phone
Owner	norifonddulac@gmail.com	(920) 397-8616
Signature	Date	
Huifang Chen	07/02/20	

Part E: For Clerk Use Only

Date Application Was Filed with Clerk	License Number	Date License Granted	Date License Issued
JUL 14 2025	C-2025-0118/C-2025-0119		
Signature of Clerk/Deputy Clerk		Date Provisional License Issued (if applicable)	

Form
AB-100

Alcohol Beverage Individual Questionnaire

Date
07/02/2025

All individuals involved in the alcohol beverage business must complete this form, including:

- sole proprietor
- all officers, directors, and agent of a corporation or nonprofit organization
- all partners of a partnership
- members and agent of a limited liability company

Your alcohol beverage application or renewal is not complete until all required Individual Questionnaires are submitted.

Part A: Business Information

1. Legal Business Name (individual name if sole proprietor)

Norifonddulac LLC

2. Business Trade Name or DBA

Nori Sushi and Grill

3. Entity Type (check one)

☐ Sole Proprietor

☐ Partnership

☒ Limited Liability Company

☐ Corporation

☐ Nonprofit Organization

Part B: Individual Information

1. Last Name

Chen

2. First Name

Huifang

3. M.I.

4. Relationship to Business (Title)

Owner

5. Email

norifonddulac@gmail.com

6. Phone

7. Home Address

8. City

9. State

10. Zip Code

11. Date of Birth

12. Driver's License/State ID Number

13. Driver's License/State ID State of Issuance

Part C: Address History

1. Do you currently live in Wisconsin? ☐ Yes ☒ No

If yes, provide the month and year when you permanently moved to Wisconsin (MM/YYYY)

2. List in chronological order all of your addresses within the last 5 years. Attach additional sheets if necessary.

Previous Address	City	State	Zip Code
1107 n ringold st	Janesville	WI	53545
Previous Address 2	City	State	Zip Code
Previous Address 3	City	State	Zip Code
Previous Address 4	City	State	Zip Code
Previous Address 5	City	State	Zip Code

3. List all states and counties you have lived in as an adult. Attach additional sheets if necessary.

State	County	State	County	State	County	State	County
WI	Rock	IL	Cook	IL	Dupage		
State	County	State	County	State	County	State	County

Continued →

Part D: Criminal History

1. Have you ever been convicted of any offenses (excluding traffic offenses unless related to alcohol beverages) for violation of any federal, Wisconsin, or another state's laws or of any county or municipal ordinances? ☐ Yes ☒ No

If yes to question 1, please list details of each conviction below. Attach additional sheets as needed.

Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed		Was sentence completed? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed		Was sentence completed? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed		Was sentence completed? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

2. Are charges for any offenses currently pending against you (excluding traffic offenses unless related to alcohol beverages) for violation of any federal, Wisconsin, or another state's laws or any county or municipal ordinances? ☐ Yes ☒ No

If yes to question 2, describe nature and status of pending charges using the space below. Attach additional sheets as needed.

Part E: Attestation

READ CAREFULLY BEFORE SIGNING: Under penalty of law, I have answered each of the above questions completely and truthfully. I certify that I am not prohibited from participating in this business due to any involvement in another tier of the alcohol beverage industry as a restricted investor. I understand that any license issued contrary to Wis. Stat. Chapter 125 shall be void under penalty of state law. I further understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.

Signature <i>Hui-fang Chen</i>	Date
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Alcohol Beverage Individual Questionnaire

Date

All individuals involved in the alcohol beverage business must complete this form, including:

- sole proprietor
- all officers, directors, and agent of a corporation or nonprofit organization
- all partners of a partnership
- members and agent of a limited liability company

Your alcohol beverage application or renewal is not complete until all required Individual Questionnaires are submitted.

Part A: Business Information	
1. Legal Business Name (individual name if sole proprietor) Norifonddulac LLC	
2. Business Trade Name or DBA Nori Sushi and Grill	
3. Entity Type (check one) <input type="checkbox"/> Sole Proprietor <input type="checkbox"/> Partnership <input checked="" type="checkbox"/> Limited Liability Company <input type="checkbox"/> Corporation <input type="checkbox"/> Nonprofit Organization	

Part B: Individual Information			
1. Last Name Wang		2. First Name Wenkai	
3. M.I.			
4. Relationship to Business (Title) Agent		5. Email capitalpangu@gmail.com	
6. Phone			
7. Home Address			
8. City			
9. State		10. Zip Code	
11. Date of Birth			
12. Driver's License/State ID Number			

Part C: Address History							
1. Do you currently live in Wisconsin? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No							
If yes, provide the month and year when you permanently moved to Wisconsin (MM/YYYY) 02/2015							
2. List in chronological order all of your addresses within the last 5 years. Attach additional sheets if necessary.							
Previous Address 1		City		State		Zip Code	
Previous Address 2		City		State		Zip Code	
Previous Address 3		City		State		Zip Code	
Previous Address 4		City		State		Zip Code	
Previous Address 5		City		State		Zip Code	
3. List all states and counties you have lived in as an adult. Attach additional sheets if necessary.							
State	County	State	County	State	County	State	County
WI	Rock						
State	County	State	County	State	County	State	County

Continued →

Part D: Criminal History

1. Have you ever been convicted of any offenses (excluding traffic offenses unless related to alcohol beverages) for violation of any federal, Wisconsin, or another state's laws or of any county or municipal ordinances? ☐ Yes ☒ No

If yes to question 1, please list details of each conviction below. Attach additional sheets as needed.

Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed		Was sentence completed? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed		Was sentence completed? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed		Was sentence completed? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

2. Are charges for any offenses currently pending against you (excluding traffic offenses unless related to alcohol beverages) for violation of any federal, Wisconsin, or another state's laws or any county or municipal ordinances? ☐ Yes ☒ No

If yes to question 2, describe nature and status of pending charges using the space below. Attach additional sheets as needed.

Part E: Attestation

READ CAREFULLY BEFORE SIGNING: Under penalty of law, I have answered each of the above questions completely and truthfully. I certify that I am not prohibited from participating in this business due to any involvement in another tier of the alcohol beverage industry as a restricted investor. I understand that any license issued contrary to Wis. Stat. Chapter 125 shall be void under penalty of state law. I further understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.

Signature <i>Wenkai Wang</i>	Date 07/02/2025
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Alcohol Beverage Appointment of Agent

Date

Agent Type (check one)

- ☒ Original (no fee) ☐ Successor (\$10 fee for municipal licensees only)

Part A: Business Information

1. Legal Business Name (individual name if sole proprietor)

Norifonddulac LLC

2. Business Trade Name or DBA

Nori Sushi and Grill

3. Entity Type (check one)

- ☒ Limited Liability Company ☐ Corporation ☐ Nonprofit Organization

4. Alcohol Beverage Business Authorization (check one)

- ☒ Municipal Retail License ☐ State Permit

5. If successor agent, provide State Permit or Municipal Retail License Number

6. Describe the reason for appointing a successor agent, if successor is checked above.

Part B: Agent Information

1. Last Name

Wang

2. First Name

Wenkai

3. M.I.

4. Email

capitalpangu@gmail.com

5. Phone

6. Home Address

7. City

8. State

9. Zip Code

10. Date of Birth

11. Driver's License/State ID Number

12. Driver's License/State ID State of Issuance

Part C: Agent Questions

1. Have you satisfied the responsible beverage server training requirement? ☒ Yes ☐ No
Submit proof of completion.
2. Have you completed Form AB-100, Alcohol Beverage Individual Questionnaire (licensee) or
Form AB-300, Alcohol Beverage Personal Questionnaire (permittee)? ☒ Yes ☐ No
3. Have you been a Wisconsin resident for at least 90 continuous days? ☒ Yes ☐ No
See Instructions for exceptions.

Continued →

Part D: Business Attestation

READ CAREFULLY BEFORE SIGNING: I, the **Undersigned**, authorize the above-named individual to act for the above-named corporation, nonprofit organization, or limited liability company with full authority and control of the premises and of all alcohol beverage activities on such premises. I certify that I am authorized by the above-named entity to authorize this individual to act on behalf of the entity. If I am appointing a successor agent, I rescind all previous agent appointments for this premises. Further, I understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.

Last Name Chen		First Name Huifang		M.I.
Title Owner	Email norifonddulac@gmail.com		Phone (608) 718-0999	
Signature Huifang Chen			Date 07/02/20	

Part E: Agent Attestation

READ CAREFULLY BEFORE SIGNING: I, the **Agent**, hereby accept this appointment as agent for the above-named corporation, nonprofit organization, or limited liability company and assume full responsibility for the conduct of all alcohol beverage activities on the premises for the above-named business. I further understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.

Last Name Wang		First Name Wenkai		M.I.
Signature wenkai wang			Date 07/02/20	

CITY OF FOND DU LAC

Memorandum

Date:

To: Chief of Police Attn: Records Division

From: City Clerk

Subject: Appointment of Agent Application

The application copied on the reverse side was filed with this office within the preceding forty-eight hours.

It is respectfully requested that your recommendation on the granting and issuance of a license be provided to this office.

CITY OF FOND DU LAC

Memorandum

Date:

To: City Clerk

From: Chief of Police

Subject: Appointment of Agent Application

I hereby recommend that the application be:

 X Granted a license

 Denied a license

Comments

CPT R.D. #121 02-29-25

Nori Sushi and Grill

Business Plan

Management Team:

Huifang Chen

Wengkai Wang

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Executive Summary

Product

Nori offers a variety of contemporary Japanese cuisine in hopes to spread the taste of modern Japanese cuisine in a fast and simple environment. Our Menu selection includes a wide variety of sushi rolls, Nigiri, Sashimi, Hibachi, Teriyaki, Yakisoba, Ramen, Salads, dessert and more. Customers will enjoy our product in house or in forms of carryout and delivery. To accompany our product, our friendly customer service will be a great add on to the overall experience at Nori Sushi and grill.

Customers

The target audiences for our products are sushi and hibachi lovers who want to experience a casual dining experience on a biweekly basis. Specifically, business professionals, and health-conscious consumers, modern families and groups that are foodies and adventurous eaters, and sushi lovers tend to be a key demographic of Japanese food enthusiasts. Nori's rush time consists of the labor force of business professionals during lunch break, and casual diners in the evening.

Future of the Company

The future of Nori Sushi and Grill is to spread our product and service through more establishments around the Midwest. We want to promote ethnic Japanese cuisine as part of the American lifestyle through a more modern representation of Japanese culture.

Company Description

Mission Statement

To provide quality Japanese eatery to our customers through dining, carryout, and delivery.

Principal Members

Huifang Chen

Legal Structure

Nori Fond Du Lac is a Wisconsin Limited Liability Corporation.

Market Research

Competitions Analysis

Sakamoto Japanese

Shu's Sushi

Product	<ul style="list-style-type: none"> Specialties: Hibachi, Sushi, Udon, starters, liquors, wine/beer Service: Dine-in and carry-out options available Noteworthy: Known for exceptional plating and presentation 	<ul style="list-style-type: none"> Specialties: Tempura, Hibachi, sushi, udon, yakisoba, Ramen, wide variety of fish (e.g., octopus, lobster), alcohol, starters Service: Offers both dine-in and carry-out services Noteworthy: Positive reviews highlight appealing product presentation
Price	<ul style="list-style-type: none"> Positioned as the most upscale option among competitors 	<ul style="list-style-type: none"> Positioned slightly below Sakamoto Japanese, maintaining competitive pricing
Promotion	<ul style="list-style-type: none"> Online Ordering system established: sakamotofun.com Strong presence on Facebook 	<ul style="list-style-type: none"> places.singleplatform.com Website: Outdated with minimal promotion or media advertisement
Place	<ul style="list-style-type: none"> Situated in a modern interior space with tasteful Japandi design elements Located outside of Home Depot, benefiting from significant foot traffic in front, not visible from the main street 	<ul style="list-style-type: none"> Projects a traditional/conservative sushi restaurant ambiance, with a taste of mom-and-pop restaurant Downtown Fond Du Lac strip mall, with visibility from main street Middle of shopping center, with ACE hardware as cotenant.
Overall	<ul style="list-style-type: none"> Direct and strong Competitors of Nori, targeting the similar audiences Strong Community presences Strong dining experiences Great service and strong reviews 	<ul style="list-style-type: none"> No website ordering or third platform ordering system Lacks website ordering or third-party platform integration Lacks of Brand Personality

Location Analysis

Demographic

- Population - 44,300 with a 0.31% of population decrease
- Race
 - White: 85.5%
 - Two or more : 6%
 - Asian 2.9%
 - Black or african american: 2.8%
 - Other 2.3%
- Income
 - Average Earnings: 45392
 - Families Average Earnings: 61620
 - Poverty rate: 12.48%
- Education
 - High school or greater: 91.1%
 - Bachelor's degree or greater: 21.7%

Psychographic

- Family-Centric Lifestyle:
 - Fond Du Lac boasts a family-friendly atmosphere, where residents prioritize quality time together and involvement in community activities. This reflects a strong emphasis on family values and support for youth education and extracurricular pursuits.
- Community Engagement:
 - Residents of Fond Du Lac are actively engaged in local organizations, volunteering, and supporting small businesses, showcasing a deep sense of belonging and civic pride. This involvement contributes to the community's social and economic vitality.
- Suburban Comfort:
 - Fond Du Lac offers suburban amenities, including well-maintained neighborhoods, top-notch schools, and convenient access to retail, dining, and entertainment options. This appeals to residents seeking a comfortable, safe, and convenient lifestyle with modern conveniences.
- Outdoor Recreation Enthusiasts:
 - Proximity to parks, trails, and waterways attracts outdoor enthusiasts who enjoy activities like hiking, biking, fishing, and boating. These individuals value an active lifestyle, nature connection, and leisure pursuits promoting physical and mental well-being.
- Diverse Interests and Tastes:
 - Fond Du Lac diverse population embodies a wide range of interests, hobbies, and cultural backgrounds, from art and culture to sports and entertainment.

Businesses can cater to these varied preferences through targeted marketing and product offerings.

Behaviors

- **Shopping Habits:**
 - Residents of Fond Du Lac exhibit diverse shopping behaviors, from supporting local businesses to utilizing online platforms. Their decisions are influenced by factors like convenience, affordability, and product quality.
- **Dining Preferences:**
 - Fond Du Lac residents enjoy dining out and cooking at home, with a taste for both local eateries and international flavors. Their culinary preferences reflect the community's cultural diversity.
- **Recreational Activities:**
 - Fond Du Lac residents engage in various recreational pursuits, including park visits, sports leagues, community events, and outdoor exploration.
- **Community Engagement:**
 - Active participation in community events, volunteer initiatives, and local organizations showcases Fond Du Lac residents' civic pride and commitment to community improvement.
- **Family-Centric Lifestyle:**
 - Prioritizing family activities, Fond Du Lac residents spend leisure time with loved ones, participating in family-oriented events and educational activities.
- **Work and Commuting Patterns:**
 - Commuting to work or school varies among Fond Du Lac residents, with some working locally and others commuting to neighboring cities. Factors like job location and transportation options influence commuting behaviors.
- **Social Media Usage:**
 - Fond Du Lac residents utilize social media to connect with peers and businesses, sharing updates, recommendations, and community news online.
- **Health and Wellness Practices:**
 - Prioritizing health and wellness, Fond Du Lac residents engage in activities like regular exercise, balanced nutrition, and stress management, often participating in community wellness programs.
- **Educational Involvement:**
 - Families with school-aged children actively support their education through involvement in school events, parent-teacher conferences, and extracurricular activities, as well as fundraising efforts within local schools

Target Market

Demographic

- Age:
 - Sushi is popular across a wide range of age groups, but it tends to be especially popular among young adults and professionals in their 20s and 30s. However, sushi is also enjoyed by older adults and even children who have developed a taste for it.
- Income Level:
 - Sushi tends to be perceived as a relatively upscale dining option, so it often attracts consumers with higher disposable incomes. Nori Target customers tend to have an income level of 120-150K annual per household, with individual income levels at 65K-120K.
- Education:
 - There isn't a specific educational demographic for sushi lovers, but Nori target white collars and business professionals with a greater than associate degree. The majority of Nori customers tend to have bachelor's degree.
- Urban vs. Rural:
 - Nori focuses in suburban areas with access to sushi restaurants and diverse culinary options as these population demographics tends to have more adventurous and diverse culinary taste.
- Cultural Background:
 - While sushi originates from Japan Nori doesn't target customers that comes from an Asian ethnicity. In contrast, Nori targets customers primarily Caucasian with the concept and awareness of diverse cultural backgrounds. We especially favor consumers that have some different cultural influences that shape their preferences for sushi and other types of cuisine.
- Health Consciousness:
 - Sushi is often perceived as a healthier dining option compared to many other types of cuisine, which can attract health-conscious consumers. As a result, Nori lovers prioritize fresh, nutritious ingredients and lighter meal options.
- Gender:
 - Sushi is enjoyed by both men and women, with no significant gender disparity among sushi enthusiasts. However, Nori lovers and loyalist tends to be females around 25 -35 years olds that have a stable income.
- Social Groups:
 - Sushi is often enjoyed in social settings, such as dining with friends, family gatherings, or special occasions like birthdays or celebrations. Nori does it focuses in dining experiences, and are popular destinations for group dining.
- Tech-Savvy Consumers:
 - Nori lovers, particularly younger generations, are tech-savvy and utilize digital platforms for various purposes, including discovering new sushi restaurants, reading reviews, making reservations online, or ordering sushi delivery through mobile apps.
- Travelers and Tourists:

- While we do not focus promotion tours Travelers and tourists, they do weight in a portion to Nori's sales dues to reviews, nearby hotels, and local websites that suggest our restaurant.
- Lifestyle Choices:
 - Nori lovers may align with certain lifestyle choices or dietary preferences, such as vegetarianism, veganism, pescatarianism, or gluten-free diets. We often offer options to accommodate these dietary restrictions, making sushi accessible to individuals with diverse lifestyle choices.

Psychographic

- Adventurous and Open-Minded:
 - Nori Lovers adventurous eaters who enjoy trying new foods and flavors. They have a curiosity for different cuisines and culinary experiences, and they're open to exploring the diverse range of sushi offerings, from traditional to creative fusion rolls.
- Sophisticated Palates:
 - Sushi enthusiasts often have refined taste preferences and appreciate the subtle nuances of flavor, texture, and presentation in sushi. They may value high-quality ingredients, skilled craftsmanship, and attention to detail in sushi preparation.
- Cultural Appreciation:
 - Nori lovers have an appreciation for Japanese culture and gastronomy. They may enjoy learning about the history, traditions, and artistry behind sushi, as well as the cultural significance of different types of sushi and dining rituals.
- Environmental Consciousness
 - many Nori lovers may have a concern for environmental sustainability and responsible sourcing practices in the seafood industry. They may seek out and prefer sushi restaurants that prioritize sustainable seafood sourcing and eco-friendly practices in their operations.
- Social Consciousness:
 - Many Nori lovers prioritize social responsibility and ethical considerations in their dining choices. They may seek out sushi restaurants that support community initiatives, charitable causes, or sustainability efforts, aligning with their values and principles. In fact, Nori promotes its sustainability marketing and community charities are promoted

Behaviors

- Regular Dining Out:
 - Sushi lovers often dine out at sushi restaurants regularly, enjoying the experience of selecting from a menu of sushi rolls, sashimi, nigiri, and other Japanese dishes. They may have favorite sushi spots they frequent or enjoy exploring new sushi restaurants to discover unique offerings. Nori enthusiasts tend to visit once a week but majority of our customer comes at a biweekly basis.
- Mealtime:

- Nori Rush time tends to be around 11am -pm which is where most of our labor market head in for lunch breaks, and from 5;30-8:00 tends to be the dinner rush for afterwork dinner dates, family gatherings, special occasion dinners. Pickup and delivery are a common option for our commuters to grab and go on their way home.
- Exploring Variety:
 - Nori Enthusiasts tend to explore many different types of cuisines and their dining out options vary in their dietary. Their dietary option for dine out may include Mexican, Italian Garden, Indiana, Chinese and other.
- Savoring the Experience:
 - Sushi enthusiasts savor the sensory experience of eating sushi, enjoying the combination of flavors, textures, freshness, and presentation of each bite. They take their time to savor and appreciate the taste of different sushi rolls, paying attention to nuances in flavor and quality. The table turn around time is around 30 minutes on non-rush time and 45 minutes on during rush time.
- Learning and Education:
 - Some Nori lovers are passionate about learning about varieties of culture, history, and their traditions. They tend to be very education about many cultures and histories to their cultures including Japanese culture, European culture, Mexican culture and more. They may seek out information about different cultures, and constantly educate themselves on new culture information.
- Special Occasions:
 - Sushi enthusiasts may enjoy indulging in sushi for special occasions and celebrations, such as birthdays, anniversaries, or holidays. During this special occasion, Nori provides special deals and combinations, such as our birthday and anniversaries desserts and special candles and shout outs.
- Health Consciousness:
 - Many of our sushi lovers appreciate sushi as a healthy dining option, featuring fresh seafood, vegetables, and rice with minimal cooking oils and fats. They may choose sushi as a nutritious meal choice, incorporating it into their balanced diet and healthy lifestyle. Low sodium soy sauces, and gullet free opt outs are some of the very commonly requested in hibachi and sushi preparation.
- Sharing and Socializing:
 - Sushi dining is often a social experience for enthusiasts, who enjoy sharing sushi rolls and dishes with friends, family, or colleagues. During lunch period colleagues gathering tends to be common and friends and family comes during more at night. It's more common for friends and family to order a variety of sushi rolls to share or even order a big party platter, creating a communal dining experience and fostering social interaction.

Company Advantages

Through careful consideration of our experience, understanding of our target demographic, and comprehensive analysis of the competitive landscape, we have established the following positioning and selling points for Nori Sushi and Grill at our Fond Du Lac location.

Price

- **Cost Analysis:**
 - Our cost analysis and vendor analysis are done by our management team every month to keep our expenses low while maintaining the same or better quality and freshness of our product. Keeping the low expense and margin high will keep us at competitive pricing compared to the other competitions.
- **Competitive Analysis:**
 - After researching the pricing of similar sushi restaurants in your area to understand the market norms and pricing expectations. Our prices should be competitive enough to attract customers but also reflect the quality and uniqueness of our offerings. We will use competition price as a benchmark and price 10% below their average pricing in our first year to point our self as casual dining experiences with affordable price.
- **Value Perception:**
 - Our Price is perceived to be on the economic friendly special with the portion size that are given. A good example of competitor's be our steak hibachi as only \$19.75, while our competitor's price is around \$40. Another example is our fried crab appetizer is priced at 11.99 while in both competitors they are price at \$16 per order.
- **Bundle Deals and Special Offers:**
 - We offer bundle deals, lunch specials, or happy hour discounts to attract customers during off-peak hours or encourage them to try a variety of menu items. While lunch special is common in the industry, bundle deals and happy hours is going to be our unique selling point in the Fond Du Lac market. This can help increase sales volume and customer loyalty.
- **Monitor and Adapt:**
 - Continuously monitor the effectiveness of your pricing strategy and be prepared to adapt to changes in the market, customer preferences, or economic conditions. Flexibility and responsiveness are key to maintaining a competitive edge in the restaurant industry.
- **Customer Loyalty Program:**

- Our customer loyalty program earn points or rewards for every purchase they make, this incentivizes repeat business and encourages customers to spend more to unlock additional benefits or discounts.

Product

- **Varies of Offers:**

- In our current menu items, we have more grill products and dessert product compared to our competitors. In their offerings they focus on hibachi as main grill entries and their main grill, for nori, we have full menu of hibachi, teriyaki, fried rice, yakisoba, and ramen. In addition to that, we have a full dessert menu as well.

- **Takeout and Delivery:**

- With our demographic being young adults, sushi becomes a excellent option for takeout and delivery services, particularly in high disposable income urban areas with busy lifestyles.

- **Event Catering:**

- Nori sushi and grills provide a separate catering menu when customers request their events. In fact, they are priced very well for large party, Major of the time we provide these items at 30 percents discount compared to our original menu price and then charge a service fee if we need to deliver the items and serve to the events.

- **Upselling and Add-Ons:**

- Implement strategies to encourage upselling, such as offering premium add-ons like extra toppings or specialty sauces such as our home-made chili sauces for an additional charge. We train our staff to make recommendations and highlight special menu items to increase the average check size.

Promotion

- **Online Presence:**

- Nori maintains a robust online presence distinguished from our competitors by our proactive engagement on social media platforms, a user-friendly website, and seamless online ordering capabilities. Our dedicated marketing team ensures continuous upkeep of our social media channels and website, while meticulously monitoring the performance of our ads and campaigns.

- **Corporate Partnerships:**

- Nori cultivates strategic partnerships with local businesses, hotels, and event venues to expand our visibility and revenue streams. For instance, we offer

exclusive discounts to hotel staff for their corporate events in exchange for featuring our menu items at their establishments.

- Delivery Platform Partnerships:
 - We have established partnerships with leading delivery platforms such as DoorDash, UberEats, Grubhub, and EatStreet to broaden our customer reach. Collaborating closely with our marketing team, we tailor promotions, sponsor listings, and execute targeted campaigns to appeal to diverse customer segments.
- Local Influencers or Food Bloggers:
 - Nori collaborates with influential figures, including radio hosts and food bloggers on prominent social media platforms like Instagram, Twitter, and Facebook, to amplify our brand presence and garner positive reviews and endorsements.
- Email and Text Marketing:
 - Our cost-effective email and text marketing initiatives leverage our loyalty reward program to directly engage with our fan base. These campaigns frequently feature exclusive discounts and promotions, driving immediate sales and revenue.
- Seasonal Promotions:
 - Nori capitalizes on seasonal trends and holidays by offering enticing promotions, seasonal menu items, and themed events. Examples include Christmas raffles, Thanksgiving promotions, and Valentine's Day couple bundles, fostering a sense of community and driving sales during festive occasions.

Place

- Trendy Appeal:
 - Nori Sushi and Grill at Fond Du Lac will have a modern and Scandinavian design to the restaurant and the dining area attracting younger demographics and those interested in culinary trends.
- Cultural Appeal:
 - Plating and carefully selected Dec of the restaurant will also hint at the current modern Japanese culture, attracting those interested in exploring diverse cuisines and contemporary Japan.
- Seasonal Decor and Themes:
 - Nori changes decor and adds on themes based on seasons, holidays, or cultural events can create a dynamic atmosphere and entice customers to share a memorable dining experience on these special occasions.
- Location:
 - Our location is strategically placed to have target our customer base. We expect our target customers to frequently visit another establishment that is round us. Store such as Star bucks and target will bring more visibility and brand recognition for Nori. We have a location advantage compared to our competitors.

By leveraging these advantages effectively, a sushi restaurant can position itself as a culinary destination that offers not only exceptional food but also memorable experiences and a sense of connection to its patrons and the community.

Product Line

Product/Service

Services Include:

- Dining in house
- Carry Out
- Delivery through Door dash, Uber eat, and Grubhub

Menu

Pricing Structure

Overall, Nori Sushi and Grill will offer its product and services 10% below a fantasy dining establishment but above an ordinary carry out sushi restaurant in the first year of its operation.

- **Menu Structure:**

- Within our offering, we have a range of menu options to cater to different budget levels and different occasions. This can include a mix of affordable options like lunch specials and bento boxes, as well as premium items like sashimi platters or omakase experiences for those willing to spend more.

- **Dynamic Pricing:**

- We implement dynamic pricing strategies, where prices may vary based on factors such as demand, time of day, or day of the week. For instance, we offer lower prices lunch special and bento box only during Monday-Friday 11am-3pm during slower periods to attract more customers.

Research and Development

The company is actively engaged in strategic research and development endeavors, encompassing the following initiatives:

- **Custom Sustainable and Eco-friendly Packaging:**

- The creation of brand packaging solutions that prioritize sustainability and ecological responsibility, aligning with our commitment to environmental stewardship.

- Culinary Innovation:
 - In-house recipes tailored specifically for Nori's brand identity, with a focus on enhancing flavor profiles and elevating the culinary experience for our discerning patrons.
- Market Trend Analysis:
 - Rigorously examining trends within our target demographic and their impact on our marketing strategies, location selections, and product offerings. This comprehensive analysis aims to inform strategic decisions that will facilitate the continued expansion and success of Nori's future establishments.

Marketing & Sales

Marketing Strategy

To advance the growth objectives of the company, Nori will undertake the following strategic initiatives:

- Define Target Audience:

- Precisely identify the primary target demographic for Nori at Fond Du Lac location, focusing on local residents, professionals, families, sushi connoisseurs, and tourists. Thoroughly understand their demographic profiles, preferences, and dining habits to customize marketing endeavors effectively.
- Unique Selling Proposition (USP):
 - Determine the unique aspects of the sushi restaurant that set it apart from competitors and then market them and include them to our products and services. For Nori Fond Du Lac that would include our dessert menu, unique inhouse spicy mayo, hot Chile, and other sauces, pricing, hibachi varieties, happy hours, and more.
- Brand Identity and Storytelling:
 - Craft a compelling narrative around Nori's identity, rooted in the unique background of its founding members. Amplify these narratives through various media channels, including journals, interviews, communal events, and social platforms, to communicate the brand's values, heritage, and passion.
- Online Presence and Website:
 - Cultivate a robust online presence through a professionally curated website that showcases the restaurant's menu, ambiance, location, and contact details. Maintain and optimize the website with the support of both in-house and third-party marketing teams to enhance visibility and attract organic traffic.
- Social Media Marketing:
 - Harness the power of popular social media platforms such as Instagram, Facebook, Yelp, Google, and Apple to present visually captivating imagery and videos of sushi offerings, promotions, and behind-the-scenes content. Actively engage with followers, respond to inquiries, and orchestrate targeted advertising endeavors to expand the customer base
- Email/Text Marketing:
 - Develop an extensive email and texter subscriber list through loyalty programs and social media engagement to disseminate regular newsletters, promotions, and updates regarding the restaurant's offerings and events.
- Local Partnerships and Collaborations:
 - Forge partnerships with local businesses, hotels, event venues, and schools, media organizations to cross-promote the sushi restaurant and reach a broader

audience. Offer exclusive discounts or packages for collaborative events and initiatives.

- EDDM:

- Leveraging Every Door Direct Mailing (EDDM), we strategically distribute menus, marketing materials, coupons, and campaigns via USPS, targeting specific neighborhoods to yield optimal results lasting two to four weeks. By meticulously tracking EDDM routes, we ensure precise targeting of our desired customer base. Additionally, we supplement our EDDM efforts with a variety of print marketing strategies, including magazines, flyers, and local newspaper ads. Furthermore, our marketing endeavors often involve collaborations with reputable marketing agencies to maximize outreach and impact.

- Online Reviews and Reputation Management:

- Encourage satisfied customers to leave positive reviews and testimonials on review sites such as Yelp, Google My Business, and TripAdvisor. Management monitors online reviews 24/7, respond promptly to feedback (both positive and negative), and take proactive steps to address any concerns raised by customers.

- Customer Loyalty Program:

- Implement a customer loyalty program to reward repeat customers and encourage repeat visits. Offer incentives such as discounts, free appetizers, or birthday rewards for members of the loyalty program.

- Mobile App and Online Ordering:

- Our mobile app make it easier to use our loyalty program in saving orders and exchange point for cash value. We partner with food delivery platforms such as Doordash, Ubereats, Grubhub, and Eatstreet to offer convenient online ordering and delivery services for customers who prefer dining at home. Create campaign for our target audience within the delivery platforms, allows us to reach more and near by customers.

- Special Offers and Promotions:

- We communicate special offers, promotions, and discounts through multiple channels, including in-restaurant signage, social media posts, email newsletters, and text message alerts. We encourage customers to enroll in our loyalty rewards program, allowing them to stay updated on promotions and earn rewards for their continued patronage.

- Community Engagement:

- We actively engage with the local community through event participation, sponsorships, and charitable initiatives. Our commitment to community causes is demonstrated through initiatives such as gifting community event attendees with our branded gift cards. Humanitarian and children-focused school events are among our preferred community engagements.

- **Online Presence:**

- We maintain a vibrant online presence through our website and social media profiles, providing customers with easy access to information about our restaurant, menus, reservations, and brand interactions. Our dedicated marketing team develops and disseminates campaigns across all social media platforms to reinforce our online presence, showcase our company's personality, and underscore our integral role within the community.

Product Strategy

To facilitate the expansion of the company, Nori will undertake the following initiatives:

- **Menu Development:**

- Curate a diverse and enticing menu featuring a wide arrange of maki rolls, sashimi, nigiri, appetizers, hibachi, Yakisobo, teriyaki, ramen, and other specialty dishes.

- Offer a range of options to accommodate various dietary preferences, including vegetarian, vegan, gluten-free, and low-carb choices.

- Regularly assess and refresh the menu by introducing seasonal specials, limited-time offers, and innovative creations to demonstrate culinary ingenuity and versatility.

- **Quality and Freshness:**

- Source high-quality ingredients, including fresh seafood, premium rice, and authentic Japanese seasonings, to ensure the highest standards of taste and freshness.

- Partner with reputable suppliers and vendors who specialize in providing sushi-grade fish and other essential ingredients. Regularly assess and refresh the menu by introducing seasonal specials, limited-time offers, and innovative creations to demonstrate culinary ingenuity and versatility.

- Regularly assess and refresh the menu by introducing seasonal specials, limited-time offers, and innovative creations to demonstrate culinary ingenuity and versatility.
- Implement strict quality control measures to maintain food safety standards and ensure consistent freshness and taste in every dish.
- Regularly assess and refresh the menu by introducing seasonal specials, limited-time offers, and innovative creations to demonstrate culinary ingenuity and versatility.
- Signature Dishes and Specialties:
 - Develop signature sushi rolls and specialty dishes that showcase the restaurant's unique style, creativity, and culinary expertise.
 - Regularly assess and refresh the menu by introducing seasonal specials, limited-time offers, and innovative creations to demonstrate culinary ingenuity and versatility.
- Presentation and Plating:
 - Pay attention to the visual presentation and plating of sushi dishes to enhance their aesthetic appeal and create a memorable dining experience.
 - Source plating supplies directly from Japan and other Asian regions to ensure authenticity and elevate presentation standards.
 - Enhance our takeout presentation with bespoke packaging designed in-house to reinforce brand memorability.
 - Train kitchen staff and sushi chefs in the art of sushi presentation, including garnishing techniques, plate arrangement, and decorative elements.
 - Use high-quality silverware, tableware, and presentation props to elevate the visual presentation of sushi dishes and showcase their beauty and craftsmanship.
- Sustainability and Responsibility:
 - Consider sustainability and environmental responsibility in sourcing ingredients and packaging materials for sushi dishes.
 - Choose sustainable seafood options certified by reputable organizations
 - Minimize food waste and promote eco-friendly practices in restaurant operations, such as using biodegradable packaging for takeout orders.

Management

Our company places utmost importance on fostering strong customer relations as a pivotal factor in driving repeat sales. We uphold a set of principles and standards that guide all team members in their interactions with our valued patrons:

- **Welcoming Atmosphere:** We prioritize creating a warm and inviting ambiance that ensures customers feel welcomed from the moment they step into our restaurant. Our staff is trained to greet guests with a friendly smile and provide attentive service throughout their dining experience.
- **Knowledgeable Staff:** Our team members are equipped with comprehensive knowledge of our menu, including sushi ingredients, preparation methods, and dietary considerations. From servers and cashiers to hosts and chefs, we ensure they are capable of addressing customer inquiries and making recommendations based on individual preferences. For any queries beyond their scope, direct access to our management team is available 24/7 for prompt resolution.
- **Personalized Service:** We strive to offer personalized service by attentively noting customer preferences and dietary restrictions. Through our point-of-sale terminal and loyalty programs, we track and accommodate individual needs across current, previous, and future orders.
- **Feedback Mechanism:** In addition to providing avenues for customers to leave reviews on social media platforms, we actively seek feedback and suggestions for improvement through comment cards, online surveys, and feedback forms. This allows customers to share their thoughts about the food, service, and overall dining experience.
- **Responsive Communication:** We prioritize prompt responses to customer inquiries, feedback, and complaints. Our staff is trained to handle customer concerns courteously and professionally, with empowerment to resolve issues swiftly to ensure customer satisfaction. Additionally, our management team receives real-time notifications for all feedback, reviews, and messages, ensuring timely responses and implementation of customer suggestions.

Trends

Market Trends

Sales trends exhibit variability across different locations; however, consistent patterns emerge throughout the year. Historically, we have observed a seasonal fluctuation in sales, characterized by a dip during the months of April and September through the middle of November, followed by an upswing from December through the beginning of March. This surge coincides with the holiday season, including Christmas, New Year, and Valentine's Day, which are typically peak periods for our industry. Additionally, May often experiences an increase in sales, driven by events such as Mother's Day. Notably, Valentine's Day and Mother's Day are among the busiest days of the year, followed closely by Christmas Eve and New Year's. These trends are supported by sales data from Fitchburg's 2023 sales trends chart. Furthermore, we have observed a correlation between in-store orders for carryout/dine-in and orders placed through third-party delivery platforms. Across the majority of Nori locations, such as the Fitchburg location, approximately 60% of orders are placed in-store, with the remaining 40% coming from third-party platforms. With this Market Trends, we expect a similar analysis in Nori sushi and grill located in Fond Du Lac.

Forecasting Sales

The sales forecast provided herein is grounded in thorough analysis of historical data from previous Nori locations, with a robust assumption that it will closely mirror the performance of Nori Sushi and Grill establishments in Aurora. Given the analogous business model, square footage, floor plan, menu offerings, and geographical location, we anticipate a strong alignment in sales trends. Furthermore, we have confidence that the Profit and Loss statement will exhibit similar patterns to those observed in Aurora, owing to shared vendors and comparable expenditures in payroll, rent, and other operational costs. Notably, the Fond Du Lac location enjoys superior visibility compared to Aurora, situated nearer to a high-traffic thoroughfare with convenient access to parking facilities. As such, we anticipate heightened sales performance attributable to enhanced visibility and accessibility.

Fond du Lac Police Department

MEMO



To: City Manager Joe Moore
From: Captain R Duveneck
RE: *Class B Fermented Malt Beverage and Class C Wine license*
Nori Sushi and Grill,
836 W Johnson St. Fond du Lac, WI.
Date: 07/29/25

On July 29th 2025, Assistant City Attorney Panagopoulos, City Clerk Maggie Hefter, Fire Department Division Chief of Community Risk Reduction & Life Safety Keith Wendt, Director of Community Development Dyann Benson, and Police Captain Robb Duveneck met with applicant/owner Mrs. Huifang Chen regarding her proposal for a Class B Fermented Malt Beverage and Class C Wine license at her business Nori Sushi and Grill at 836 W Johnson St, Fond du Lac, WI.

The legal business name is NoriFondulac LLC, DBA Nori Sushi and Grill. Mrs. Chen had an interpreter (her manager Chung) present and advised this is primarily a 40+ seat restaurant that is looking to serve fermented malt beverages and wine with the meals. Mrs Chen currently holds a valid Responsible Alcohol serving certificate through the state of Illinois and plans to get a valid Wisconsin Responsible Alcohol serving certificate. At this time, her plans are to have her agent Wenkai Wang and her manager Chung also obtain a valid Responsible Alcohol serving certificate. This business would be 1 of 8 Sushi restaurants that she currently runs in the state of Wisconsin.

Captain Duveneck discussed with the applicant the City's expectations of being a license holder and the demerit point system.

Background checks conducted on the applicant and agent, both in-house and NCIC/CIB, indicate no prior criminal history that would preclude the issuance of the license request. The Police Department has no objections to the license request.

Captain Robb Duveneck

07-31-25

**ALCOHOL LICENSE COMMITTEE
CITY OF FOND DU LAC, WISCONSIN**

Title: Temporary Class "B" Licenses/Picnic Licenses

Subject:

- Critter Junction Pet Rescue (Not your Grandma's Bingo 8/30/2025)
- Salute the Troops (Fondue Fest 9/6/2025)
- North Eastern WI American Guild of Organists (Halloween at the Cathedral 10/31/2025)

Initiator:

Location:

Recommendation:

ATTACHMENTS:

	File Name	Description
▣	August_Special_Class_B_Licenses.pdf	Special Class B Licenses

Temporary Alcohol Beverage License

Per# 017044

License(s) Requested	Fees
<input checked="" type="checkbox"/> Temporary "Class B" Wine	License Fees \$ 10.00
<input checked="" type="checkbox"/> Temporary Class "B" Beer	Background Check \$ 0.00
	Total Fees \$ 35.00

IF NOT FILED 15 DAYS PRIOR TO ALC MEETING, A \$25.00
RUSH FEE WILL BE CHARGED, FOR A TOTAL OF \$35.00 DUE.

Part A: Organization Information

1. Organization Name Critter Junction Pet Rescue		
2. Organization Permanent Address 159 Satterlee St		
3. City Fond du Lac WI	4. State WI	5. Zip Code 54935
6. Mailing Address (if different from permanent address) n/a		
7. FEIN 47-1145240	8. Date of Organization/Incorporation Aug 1, 2014	9. State of Organization/Incorporation WISCONSIN
10. Phone 920-933-5111	11. Email critterjunctionpetrescue@gmail.com	
12. Organization type (check one) <input checked="" type="checkbox"/> 501(c)3 nonprofit <input type="checkbox"/> Bona Fide Club <input type="checkbox"/> Church <input type="checkbox"/> Fair Association/Agricultural Society <input type="checkbox"/> Veteran's Organization <input checked="" type="checkbox"/> Lodge/Society <input type="checkbox"/> Chamber of Commerce or similar Civic or Trade Organization under ch. 181, Wis. Stats.		
13. Is this organization required to hold a Wisconsin Seller's permit? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		
14. Wisconsin Seller's Permit Number (if applicable) 456-1030095061-02		
15. Agent/Contact Person of Organization in charge of Affair Renee L. Webb		Email [REDACTED]

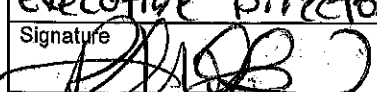
Part B: Individual Information

List the name, title, and phone number for all officers, directors, and agent of the organization

Last Name	First Name	Title	Phone
Webb	Renee	Executive Director	[REDACTED]
Webb	John	President	[REDACTED]
King	Laurie	member	[REDACTED]
Gillen	Julie	member	[REDACTED]
Webb	Adam	Vice president	[REDACTED]

Continued →

Part C: Event Information			
1. Name of Event (if applicable) Critter Junction Pet Rescue Not Your Grandma's Bingo			
2. Dates of Operation 8/30/25		3. Hours of Operation 5pm to 10:30pm	
4. Premises Address Brother town Indian Nation Community Center 311 Winnebago Dr FdL 54935 & Bingo Hall			
5. City FOND DU LAC		6. State WI	7. Zip Code 54935
8. County FOND DU LAC	9. Governing Municipality <input checked="" type="checkbox"/> City <input type="checkbox"/> Town <input type="checkbox"/> Village of: FOND DU LAC		10. Aldermanic District N/A
11. Organizer of Event (if not the named applicant) n/a		12. Email and/or Phone Number for Organizer of Event n/a	
13. Organizer Website n/a		14. Event Website n/a	
15. Premises Description - Describe the building or buildings and any outside areas where alcohol beverages and records are sold, stored, or consumed, and related records are kept. Describe all rooms within the building, including living quarters. Authorized alcohol beverage activities and storage of records may occur only on the premises described in this application. Attach a map or diagram and additional sheets if necessary. Open concept bingo hall. Inside event only! One big open room. Capacity 500. Numerous tables and 140 chairs. Designed to play bingo.			

Part D: Attestation			
Who must sign this application? • one officer or director of the nonprofit organization			
<p>READ CAREFULLY BEFORE SIGNING: Under penalty of law, I have answered each of the above questions completely and truthfully. I agree that I am acting solely on behalf of the applicant organization and not on behalf of any other individual or entity seeking the license. Further, I agree that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another individual or entity. I agree to operate according to the law, including but not limited to, purchasing alcohol beverages from Wisconsin-permitted wholesalers. I understand that lack of access to any portion of a licensed premises during inspection will be deemed a refusal to allow inspection. Such refusal is a misdemeanor and grounds for revocation of this license. I understand that any license issued contrary to Wis. Stat. Chapter 125 shall be void under penalty of state law. I further understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.</p>			
Last Name Webb		First Name Renee	
Title Executive Director		Email critterjunctionpetrescue@gmail.com	M.I. L
Signature 		Phone 920-948-3888	
		Date 8/18/25	

Part E: For Clerk Use Only	
Date Application Was Filed With Clerk	License Number
Date License Granted	Date License Issued
Signature of Clerk/Deputy Clerk	

CITY OF FOND DU LAC

Memorandum

Date:

To: Chief of Police Attn: Records Division

From: City Clerk

Subject: Temporary Class B License

The application copied on the reverse side was filed with this office within the preceding forty-eight hours.

It is respectfully requested that your recommendation on the granting and issuance of a license be provided to this office.

CITY OF FOND DU LAC

Memorandum

Date:

To: City Clerk

From: Chief of Police

Subject: Temporary Class B License

I hereby recommend that the application be:

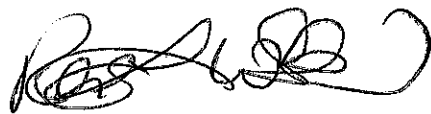
 X Granted a license

 Denied a license

Comments _____

CA RD #121 8-21-25

This is a normal
bingo event like every other
bingo event we run, except
~~at~~ adults only and
alcohol (beer, wine) served
by Erika Daladeans mobile
bar service.

A handwritten signature in black ink, appearing to be "Rashad" followed by a large, stylized flourish.

rpt #0032

Form
AB-220

Temporary Alcohol Beverage License

Municipality
CITY OF FOND DU LAC

C-2025-0123

License(s) Requested	Fees
<input type="checkbox"/> Temporary "Class B" Wine	License Fees \$ 10.00
<input checked="" type="checkbox"/> Temporary Class "B" Beer	Background Check \$ 0.00
	Total Fees \$ 10.00

IF NOT FILED 15 DAYS PRIOR TO ALC MEETING, A \$25.00
RUSH FEE WILL BE CHARGED, FOR A TOTAL OF \$35.00 DUE.

Part A: Organization Information

1. Organization Name Salute the Troops		
2. Organization Permanent Address 27 3rd St Suite A		
3. City Fond du Lac	4. State WI	5. Zip Code 54935
6. Mailing Address (if different from permanent address) PO Box 901 FDL WI 54936		
7. FEIN 45-4968314	8. Date of Organization/Incorporation 4-23-2012	9. State of Organization/Incorporation WI
10. Phone 920 204 6556	11. Email jason.turner@salutethetroopswi.org	
12. Organization type (check one) <input checked="" type="checkbox"/> Bona Fide Club <input type="checkbox"/> Church <input type="checkbox"/> Fair Association/Agricultural Society <input type="checkbox"/> Veteran's Organization <input type="checkbox"/> Lodge/Society <input type="checkbox"/> Chamber of Commerce or similar Civic or Trade Organization under ch. 181, Wis. Stats.		
13. Is this organization required to hold a Wisconsin Seller's permit? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
14. Wisconsin Seller's Permit Number (if applicable)		
15. Agent/Contact Person of Organization in charge of Affair Jason Turner		16. Agent/Contact Person's Phone Number or Email [REDACTED]
17. Agent/Contact Person's Address [REDACTED]		

Part B: Individual Information

List the name, title, and phone number for all officers, directors, and agent of the organization

Last Name	First Name	Title	Phone
Quakmann	Tracy	President	[REDACTED]
Melius-Seprenand	Vicky	Vice president	
moon	Jessica	Treasurer	
Kahlhamer	Katie	Secretary	
Turner	Jason	exec director	

Continued →

Part C: Event Information


1. Name of Event (If applicable) Fondue Fest			
2. Dates of Operation 9-6-25		3. Hours of Operation 9am-5pm	
4. Premises Address Main St			
5. City FOND DU LAC		6. State WI	7. Zip Code 54935
8. County FOND DU LAC	9. Governing Municipality <input checked="" type="checkbox"/> City <input type="checkbox"/> Town <input type="checkbox"/> Village of: FOND DU LAC		10. Aldermanic District N/A
11. Organizer of Event (If not the named applicant) DFP		12. Email and/or Phone Number for Organizer of Event 920 322 2006	
13. Organizer Website downtownfdl.com		14. Event Website downtownfdl.com	
15. Premises Description - Describe the building or buildings and any outside areas where alcohol beverages and records are sold, stored, or consumed, and related records are kept. Describe all rooms within the building, including living quarters. Authorized alcohol beverage activities and storage of records may occur only on the premises described in this application. Attach a map or diagram and additional sheets if necessary. 2 bar areas 1st north end 1st south end of event area Bars will be set up outside on the street.			

Part D: Attestation

Who must sign this application?

- one officer or director of the nonprofit organization

READ CAREFULLY BEFORE SIGNING: Under penalty of law, I have answered each of the above questions completely and truthfully. I agree that I am acting solely on behalf of the applicant organization and not on behalf of any other individual or entity seeking the license. Further, I agree that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another individual or entity. I agree to operate according to the law, including but not limited to, purchasing alcohol beverages from Wisconsin-permitted wholesalers. I understand that lack of access to any portion of a licensed premises during inspection will be deemed a refusal to allow inspection. Such refusal is a misdemeanor and grounds for revocation of this license. I understand that any license issued contrary to Wis. Stat. Chapter 125 shall be void under penalty of state law. I further understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.

Last Name Turner		First Name Jason		M.I. M
Title Executive Director		Email jason.turner@salute.thetroopswi.org		Phone 920 539 7472
Signature 			Date 5 Aug 2025	

Part E: For Clerk Use Only

Date Application Was Filed With Clerk AUG 06 2025	License Number C-2025-0123
Date License Granted	Date License Issued
Signature of Clerk/Deputy Clerk	

Memorandum

Subject: Temporary Class B License

It is respectfully requested that your recommendation on the granting and issuance of a license be provided to this office.

Memorandum

Subject: Temporary Class B License

Comments _____

caption be:
CPT R.D. #161 8-13-25

Temporary Alcohol Beverage License

Municipality
CITY OF FOND DU LAC

rpt # 9132

2025-0125

License(s) Requested	Fees
<input checked="" type="checkbox"/> Temporary "Class B" Wine <input checked="" type="checkbox"/> Temporary Class "B" Beer	License Fees
	Background Check
	Total Fees
	\$ 10.00
	\$ 0.00
	\$ 10.00

IF NOT FILED 15 DAYS PRIOR TO ALC MEETING, A \$25.00
RUSH FEE WILL BE CHARGED, FOR A TOTAL OF \$35.00 DUE.

Part A: Organization Information

1. Organization Name
NEWAGO - North Eastern Wisconsin American Guild of Organists

2. Organization Permanent Address
N5634 Lake Shore Dr

3. City
Hilbert

4. State
WI

5. Zip Code
54129

6. Mailing Address (if different from permanent address)

7. FEIN
39-6081135

8. Date of Organization/Incorporation
9/1955

9. State of Organization/Incorporation
New York

10. Phone
920-858-9066

11. Email
fettnet@new.rr.com

12. Organization type (check one)

☐ Bona Fide Club ☐ Church ☐ Fair Association/Agricultural Society ☐ Veteran's Organization
☒ Lodge/Society ☐ Chamber of Commerce or similar Civic or Trade Organization under ch. 181, Wis. Stats.

13. Is this organization required to hold a Wisconsin Seller's permit? ☐ Yes ☒ No

14. Wisconsin Seller's Permit Number (if applicable)

15. Agent/Contact Person of Organization in charge of Affair
James Fett

16. Agent/Contact Person's Phone Number or Email


Part B: Individual Information

List the name, title, and phone number for all officers, directors, and agent of the organization

Last Name	First Name	Title	Phone
Herser	Paul	Dezn	
Knapp	Erich	Sub-Dezn	
Fett	James	Secretary / Treasurer	

Continued →

Part C: Event Information			
1. Name of Event (if applicable) Halloween at the Cathedral			
2. Dates of Operation 10/31/2025		3. Hours of Operation 6pm - 10pm	
4. Premises Address 51 W Division St			
5. City FOND DU LAC		6. State WI	7. Zip Code 54935
8. County FOND DU LAC	9. Governing Municipality <input checked="" type="checkbox"/> City <input type="checkbox"/> Town <input type="checkbox"/> Village of: FOND DU LAC		10. Aldermanic District N/A
11. Organizer of Event (if not the named applicant)		12. Email and/or Phone Number for Organizer of Event	
13. Organizer Website		14. Event Website	
15. Premises Description - Describe the building or buildings and any outside areas where alcohol beverages and records are sold, stored, or consumed, and related records are kept. Describe all rooms within the building, including living quarters. Authorized alcohol beverage activities and storage of records may occur only on the premises described in this application. Attach a map or diagram and additional sheets if necessary. NEWAGO will host organist Jelani Eddington as he accompanies the 1925 silent movie, "Phantom of the Opera" in the historic Episcopal Cathedral.			

Part D: Attestation			
Who must sign this application? • one officer or director of the nonprofit organization			
READ CAREFULLY BEFORE SIGNING: Under penalty of law, I have answered each of the above questions completely and truthfully. I agree that I am acting solely on behalf of the applicant organization and not on behalf of any other individual or entity seeking the license. Further, I agree that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another individual or entity. I agree to operate according to the law, including but not limited to, purchasing alcohol beverages from Wisconsin-permitted wholesalers. I understand that lack of access to any portion of a licensed premises during inspection will be deemed a refusal to allow inspection. Such refusal is a misdemeanor and grounds for revocation of this license. I understand that any license issued contrary to Wis. Stat. Chapter 125 shall be void under penalty of state law. I further understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.			
Last Name Fett	First Name James	M.I. J	
Title Secretary / Treasurer	Email fettnetcnew.rr.com	Phone 920-858-9066	
Signature 		Date 8/4/2025	

Part E: For Clerk Use Only	
Date Application Was Filed With Clerk AUG 14 2025	License Number C-2025-0125
Date License Granted	Date License Issued
Signature of Clerk/Deputy Clerk	

CITY OF FOND DU LAC

Memorandum

Date:

To: Chief of Police Attn: Records Division

From: City Clerk

Subject: Temporary Class B License

The application copied on the reverse side was filed with this office within the preceding forty-eight hours.

It is respectfully requested that your recommendation on the granting and issuance of a license be provided to this office.

CITY OF FOND DU LAC

Memorandum

Date:

To: City Clerk

From: Chief of Police

Subject: Temporary Class B License

I hereby recommend that the application be:

 X Granted a license

 Denied a license

Comments _____

CPT R.D. #121. 08-14-25

Spend this Halloween at the Cathedral...

Jelani Eddington accompanies **Lon Chaney** in the 1925 Silent movie, "**Phantom of the Opera**"
on the 1966 Moeller pipe organ at the Cathedral of St. Paul.

51 W Division St, Fond du Lac

Friday, October 31, 2025

Doors Open: 6:00 pm

Movie Begins: 7:30 pm

Tickets: \$25 each

Proceeds from the event
further support NEWAGO
Chapter program events and
organ student scholarships.



Scan here to purchase tickets
or visit hometowntickets.com

