

Questionnaire A – Applicant Cover Information and Procedures for Liquor License

The Novi City Council will consider whether an applicant's proposal for a liquor license is reasonable when measured against the information contained within this completed application. Please answer each question thoroughly. All answers should be typed or printed legibly and neatly in black ink. If the space provided is insufficient for a complete answer, use additional sheets of paper, following the same format used in the questionnaire and attach to that part of the application. Failure to provide all required information or attachments could result in delay or denial of liquor license. All liquor license applications are subject to final approval by the Novi City Council. Please refer to Novi Alcoholic Liquor Ordinance, Articles I-II.

1(a). Name, address and phone number of applicant:

ERIC MAI

1(b). Name, address and phone number of business:

CHUBBY CATTLE NOVI, LLC
CHUBBY
d/b/a CATTLEWAGU SHABU HOUSE

42768 GRAND RIVER AVE.

NOVI, MI 48375

NOTE: If the applicant is a partnership, you must include the name and address of each partner and attach a copy of the partnership agreement. If the applicant is a privately held corporation, you must include the name and address of each corporate officer, member of the board of directors and/or stockholders. Attach a copy of the articles of incorporation.

2. Type of liquor license applying for (circle all those that apply):

☒ Class C ☐ Resort ☐ Tavern ☐ Club ☐ Hotel A B ☒ Quota ☐ Transfer ☐ Microbrewery/Brewpub

Theme of Proposed Business:

HIGH-END JAPANESE SHABU-SHABU DINING FEATURING PREMIUM
WAGYU BEEF AND UNIQUE HOT POT EXPERIENCES

3. Street address and legal description of the property where liquor license is to be located:

42768 GRAND RIVER AVE. NOVI MI 48375

PROPOSED UNIT NOS. 1, 2, and 3, SAKURA NOVI, A CONDOMINIUM, TO BE RECORDED IN THE
OAKLAND COUNTY RECORDS, WITH RIGHTS IN GENERAL COMMON ELEMENTS AND LIMITED
COMMON ELEMENTS AS SET FORTH IN SAID MASTER DEED AND PURSUANT TO ACT 59 OF
THE PUBLIC ACTS OF MICHIGAN OF 1978, AS AMENDED.

Questionnaire B – Administrative Background Information for Liquor License

The Novi City Council will consider whether an applicant's proposal for a liquor license is reasonable when measured against the information contained within this completed application. Please answer each question thoroughly. All answers should be typed or printed legibly and neatly in black ink. If the space provided is insufficient for a complete answer, use additional sheets of paper, following the same format used in the questionnaire and attach to that part of the application. Failure to provide all required information or attachments could result in delay or denial of liquor license. All liquor license applications are subject to final approval by the Novi City Council.

1. What is the applicant's management experience in the alcohol/liquor business?

NO DIRECT EXPERIENCE, BUT WORKING WITH A WELL-ESTABLISHED
FRANCHISE (CHUBBY GROUP) AND HIRING AN EXPERIENCED GENERAL MANAGER

2. What is the applicant's general business management experience?

EXTENSIVE EXPERIENCE AS BUSINESS OWNER AND COLLABORATING WITH
SUCCESSFUL FRANCHISE OPERATIONS

3. What is the applicant's general business reputation?

KNOWN FOR PROFESSIONALISM, INTEGRITY, AND SUCCESSFUL BUSINESS
VENTURES

4. What is the applicant's financial status and ability to build and/or operate the proposed facility on which the proposed liquor license is to be located?

FINANCIALLY SUPPORTED BY PERSONAL INVESTMENTS, LOAN, AND
FRANCHISE PARTNERSHIPS

5. What are the applicant's past criminal convictions involving moral turpitude, violence or alcoholic liquors?

NONE

6. Does the applicant use alcoholic beverages to excess?

NO

13. What effect will the facility to which the proposed liquor license is to be issued have upon vehicular and pedestrian traffic in the area?

MINIMAL IMPACT WITH ADEQUATE PARKING AND TRAFFIC FLOW DESIGN

14. What is the proximity of the proposed business facility to other similarly situated licensed liquor facilities?

ADDS DIVERSITY TO NOVI'S DINING SCENE
NO SIMILAR LIQUOR-LICENSED FACILITIES IN NOVI.

15. What is the proximity of the proposed facility to complimentary uses such as office and commercial development?

NEAR OFFICES AND SHOPPING CENTERS (NOVI TOWN CENTER, SAKURA NOVI, TWELVE OAKS MALL, FOUNTAIN WALK, WEST OAK, ...)
IDEAL FOR ATTRACTING PATRONS

16. What effect would the proposed facility have upon the surrounding neighborhood and/or business establishments, including impacts upon residential areas, church and school districts?

POSITIVE IMPACT THROUGH QUALITY DINING AND COMMUNITY ENGAGEMENT. NOT CLOSE (WITHIN 500 FEET) OF CHURCHES OR SCHOOLS.

17. What proposed or actual commitments are being made by the applicant to establish permanency in the community?

LONG-TERM INVESTMENT AND DEDICATED TO ESTABLISHING A LASTING PRESENCE

18. What utilities are available to serve the facility?

ALL NECESSARY UTILITIES ARE IN PLACE

19. What other factors should the Novi City Council consider?

WE ARE SUPPORTED BY A WELL-ESTABLISHED FRANCHISE (GAUBBYGROUP.COM)
AND A FOCUS ON COMMUNITY IMPACT. WE WANT TO ATTRACT VISITORS FROM SURROUNDING CITIES TO NOVI, BOOSTING LOCAL ECONOMIC ACTIVITY.

7. What is the effect that the issuance of a license would have upon the economic development of the surrounding area?

WILL CREATE JOBS, ATTRACT CUSTOMERS, AND BOOST LOCAL BUSINESS ACTIVITY

8. What effect would the issuance of a license have on the health, welfare and safety of the general public?

COMMITTED TO SAFE AND RESPONSIBLE ALCOHOL SERVICE

9. Has the applicant received responses from the Police Department, Building Department and/or Fire Department with regard to the proposed facility?

NOT YET

10. What is the public need or convenience for issuance of a liquor license for this facility at the proposed location?

WILL COMPLEMENT THE DINING EXPERIENCE AND MEET THE DEMAND FOR UPSCALE OPTIONS, ESPECIALLY AS "SAKE & WINE" PAIRS TRADITIONALLY WITH SHABU - SHABU

11. What is the uniqueness of the proposed facility when contrasted against other existing or proposed facilities and the compatibility of the proposed facility to surrounding architecture and land use?

OFFERS PREMIUM WAGYU SHABU-SHABU, A UNIQUE CONCEPT IN NOVI. POSSIBLY IN THE STATE OF MICHIGAN

12. Does the facility to which the proposed liquor license is to be issued comply with the applicable building, plumbing, electrical and fire prevention codes and zoning statutes and ordinances applicable to the City of Novi? Has applicant received information from the appropriate departments?

FACILITY WILL MEET ALL REQUIRED CODES; HEALTH DEPARTMENT & CITY OF NOVI APPROVALS



Premium Wagyu Set

Menu Price \$45/ person Member Price \$38/person

Soup Broth

House Broth , Sukiyaki

Speciality Dish (One per Person)

Bone Marrow

***American Wagyu Chuck Ribeye*UNLIMITED**

***American Wagyu Brisket *UNLIMITED**

***American Wagyu Shoulder Cut *UNLIMITED**

***JIDORI Organic Chicken *UNLIMITED**

***Kurobuta Pork *UNLIMITED**

Seasonal Vegetables Platter *UNLIMITED

SIDE

Japanese Rice

Udon

Snacks

Sweet Potato Fries

Fried Mini Bun

Beverage

(+\$3/person)

Coke, Sprite, Coke Zero, Lemonade, Ice tea, Ginger Ale, Hot Tea

Sauce

Ponzu sauce, Sesame Sauce

Daliy ice cream selection

90 Minutes Dinning limit will be applied

Thank you for dinning with Chubby Cattle Wagyu Shabu House.

We hope to see you soon.

*Ask your server about menu items that are cooked to order or served raw. Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of

Alcohol Menu

<u>Sapporo (Cup)</u>	<u>\$5.9</u>
<u>Sapporo (Pitcher)</u>	<u>\$15.98</u>
<u>Sake</u>	
<u>Nihon Sakari Junmai Sake 720ml</u>	<u>\$22</u>
<u>Michinoku Onikoroshi "Honjozo"</u>	<u>\$38</u>
<u>Kubota Senjyu Ginjo 300ml</u>	<u>\$25</u>
<u>Kubota Senjyu Ginjo 720ml</u>	<u>\$45</u>
<u>Dassai 45 720ml</u>	<u>\$49</u>
<u>BORN MUROKA NAMA GENSHU Daiginjo 720ml</u>	<u>\$78</u>
<u>Other Alcohol</u>	
<u>JPOP White Peach/Grapefruit (Can Chu-hi)</u>	<u>\$4.98</u>
<u>Yuki Nigori (Lychee/White Peach) 375ml</u>	<u>\$19.98</u>
<u>Yuzu Omoi Sake 500ml</u>	<u>\$60</u>
<u>Asabiraki Ume Kanon 500ml</u>	<u>\$60</u>

