

5. **Location of the business by street address. For special event, list location of the event.**

1721 Galleria Blvd., Franklin, TN 37067

Phone number of the business (615) 771-7779

6. **Please give the following information on the person who will be managing the business. This person is an owner _____ or a managing agent .**

Name _____

Drivers license # _____

State _____

Date of birth _____

Soc. Sec. # _____

Home phone _____

Daytime phone # _____

7. **Specify the identity, address and daytime contact phone number of the person to receive annual privilege tax notices and any other communication from the City.**

Name J. Alexander's Restaurant, LLC

Title Owner

Mailing Address 3038 Sidco Drive

City, State, Zip Nashville, TN 37204

Daytime contact phone number 615-256-8500

8. **Will the permit be used to operate two or more restaurants or other businesses under the same permit as permitted by T.C.A. Section 57-5-103(a)(4) within the same building? Yes _____ No .**

If so, specify number _____. List the names of the restaurants or other businesses and describe their location (use additional sheet if necessary)

9. Do you own the premises on which you will operate? Yes
If no, please give the name and address of the property owner.

10. Has any person having at least 5% ownership interest, managers or employees of the business been convicted of any violation of beer or alcoholic beverage laws or any crime (other than minor traffic violations) within last ten (10) years? No If so, give particulars of each charge, court and date convicted.

Not to our knowledge

11. Has this owner or the owners organization had a beer permit revoked, suspended, or denied in the State of Tennessee? Yes ___ No X If so, please give date, place and cause of said revocation.

Not to our knowledge

12. Give the name and address of the former beer permittee at this establishment.

J. Alexander's Restaurants, Inc.

3401 West End Avenue, Suite 260, Nashville, Tennessee 37203

13. Give applicant's history of involvement in the beer business, if any.

J. Alexander's and its subsidiaries operate 33 restaurants in 13 states, with restaurants

located in Tennessee having been in operation for several years.

14. Give applicant's employment record for the past 10 years.

J. Alexander's, 1721 Galleria Boulevard, Franklin, TN 37064 6/2004 - present

Sharkies Bar and Grill- State College, PA 6/2002 - 6/2004

15. What is the exact nature of the business in which you are applying for a beer permit?
(Restaurant, tavern, motel, etc.)

Restaurant

16. Will a full course menu be served? Yes
17. Will separate and sanitary facilities be maintained for men and for women? Yes
18. Will dancing be allowed on your premises? No
If yes, do you acknowledge that section 9-102 of the Franklin Municipal Code prohibits the operation of establishments allowing dancing between 1:30 AM and 8:00 AM? _____

TRAINING POLICY:

All beer applications must have a training policy submitted with application. This policy must include training regarding the sale of beer to minors.

19. Please read the following and upon signature of this application, you do understand and agree to comply if you are granted a permit.
- (a) You will not sell beer or similar beverages except at the place or places for which the beer board has issued your permit.
 - (b) You will not sell beer or any like beverage except in accordance with the terms of said permit.
 - (c) If this application is made for permit to sell and not for consumption on the premises, you will not sell for consumption on the premises and not allow consumption on the premises.
 - (d) You will rigidly enforce the law against sales to minors.
 - (e) You will prohibit gambling at your establishment and understand that the conduct of such activities on the premises will result in revocation of your permit.
 - (f) You will secure a certificate or statement from the health department or health officer that the premises covered by the application meet the requirements of the ordinances of the City of Franklin and the laws of the State of Tennessee.
 - (g) You will not attempt to transfer this permit to anyone else.
 - (h) You will display this permit in a prominent place in your establishment.
 - (i) You will not sell or distribute beer between the hours of 3:00 AM and 6:00 AM (8:00 AM for on premises consumption) during the week and between the hours of 3:00 AM Sunday and 12:00 Noon Sunday (10:00 AM for on premises consumption).
 - (j) You will prohibit the congregation at your establishment of those who reasonably appear to be intoxicated, lawless, rowdy, or prostitutes.
 - (k) You will not allow any liquor with alcoholic content of greater than five percent (5%) to be consumed on the premises.

- (l) You will not allow any sale or delivery of beer for consumption on the premises outside of the building, it being the intention to prohibit the sale of beer by what is commonly known as "curb service" or "curb sales" of beer.
- (m) You will comply with all requirements of section 2-201 through 2-229 of the municipal code of the City of Franklin.

A non-refundable \$250 fee must accompany this application and the application shall be submitted at least fifteen (15) days prior to the Beer Board meeting at which it is to be considered. If the application is approved you are required to provide documentation of sales tax registration to the city within ten days of approval. Any applicant making false statement in this application shall forfeit his permit and shall not be eligible to receive any permit for a period of ten years.


A privilege tax of \$100 is imposed on the business of selling, distributing, storing or manufacturing beer in this state effective January 1, 1994 and each successive January 1. Any holder of a beer permit issued after January 1, 1994 shall pay a pro rata portion of this annual tax when the permit is issued.

I hereby make application to the City of Franklin Beer Board for a beer permit.

The signing of this application acknowledges that I am aware of the laws prohibiting the sale of beer to minors.

I hereby certify that no person having at least a 5% ownership interest, nor any person to be employed in the distribution or sale of beer in my establishment has been convicted of any violation of the beer or alcoholic beverage laws or any crime involving moral turpitude within the past 10 years.

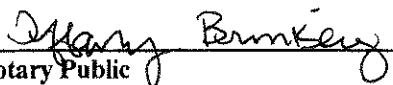
I am also aware that I shall not be issued a permit or my permit shall be revoked if my business location causes traffic congestion or interferes with schools, churches, or other public places of public gathering, or otherwise interferes with public health, safety and morals.



 Signature of Applicant/Owner (or Authorized Corporate Officer)

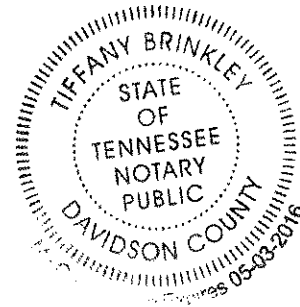
On behalf of: J. Alexander's Restaurants, LLC
 Name of Business Entity

Sworn to and subscribed before me this 24 day of September, 20 12



 Notary Public

My Commission Expires: May 3, 2016



Official Use Only			
Application Fee	\$ <u>250.⁰⁰</u>	Date Paid	<u>9/24/12</u>
Privilege Tax	\$ <u>25.⁰⁰</u>	Date Paid	<u>9/24/12</u>
Board Meeting Date	<u>10/9/12</u>		

J. ALEXANDER'S[®]
R E S T A U R A N T

EXTRAORDINARY SERVICE*

The complete guide to service training at J. Alexander's

**Our goal is to be the best
high-quality service and food
provider in our segment of the
restaurant industry.**

**We do not take any shortcuts
in product preparation.**

**Providing our guests
outstanding professional
service, quality food and
good value is our objective.**

everything you need
to know in black
and white.**

ALCOHOL SERVICE

When a guest leaves our restaurant intoxicated, the restaurant and the champion who served the guest are both held liable for any harm or damage that ensues.

No fines or arrests are worth the hurt, harm or damage caused by irresponsible alcohol service. This information needs to be taken seriously.

Alcohol and the Human Body

Two 10 oz. mugs of beer, 2 ½ oz. of 80 proof liquor, and one 8 oz. glass of wine are equal in alcohol content.

As alcohol enters the body, 20% is absorbed into the bloodstream through stomach walls and 70 – 80% is absorbed through the small intestine. Once in the bloodstream, alcohol permeates through all body tissue. The more water that is in the body, the more diluted the alcohol becomes.

A small amount of alcohol in the blood (the result of consuming one drink per hour) will have a slight tranquilizing effect on most people. Even though alcohol may seem to stimulate the drinker, it is really a central nervous system depressant. After one or two drinks, the drinker's inhibitions may be lost and he/she may begin expressing him/herself more candidly, feeling like "the life of the party." Higher blood alcohol content levels depress brain activity, possibly impairing balance, memory and muscular coordination. Still a greater alcohol intake within a relatively short time span depresses the brain further, causing severely affected judgment, dulled sensory perceptions and loss of control.

The rate at which alcohol enters the bloodstream (absorption rate) depends on several factors:

1. How quickly it is consumed
2. Whether the stomach is full or empty
3. The kind of alcohol
4. How much the drinker weighs

Wine and beer are absorbed more slowly than hard liquors because they contain small amounts of nonalcoholic substances. Diluting an alcoholic beverage with another liquid, such as water, also helps decrease the absorption rate. However, mixing alcohol with carbonated beverages actually increases the rate of absorption; the only difference between a mixed drink with water and a straight shot of liquor is that the absorption rate for the mixed drink is somewhat slower.

The same amount of alcohol can, and usually does, have more intense effects on a 120 lb. person than a 180 lb. person. Because alcohol is quickly distributed

through the circulatory system, the heavier person will have a smaller concentration in his bloodstream.

We Ask for ID

Serving an underage guest alcohol may lead to your arrest. An employee serving alcohol to an underage guest may leave work in handcuffs – literally. The company will not provide defense for a champion who serves an underage guest. If you suspect identification is false, excuse yourself from the table and show the ID to a Coach.

Signs of Intoxication

Anyone who has consumed an excessive amount of alcohol at one sitting will exhibit certain telltale signs of intoxication. There is usually a loss of inhibition. There is usually an impairment of judgment and reaction. There is also a loss of coordination.

Watch for any or a combination of the following:

- Becoming drowsy (heavy eyelids) and glassy-eyed.
- Drinking too fast.
- Becoming loud, argumentative, mean, obnoxious, etc.
- Becoming entertaining, animated, boisterous and spilling drinks.
- Being careless with money.
- Complaining about the strength or preparation of a drink.
- Being overly friendly to other guests or champions.
- Having altered speech, loss of train of thought.
- Making irrational statements.
- Slurring words and repetitive.
- Annoying other guests.
- Losing eye contact, concentration, focus.
- Letting a cigarette burn without smoking it.
- Losing muscular control, becoming clumsy.
- Experiencing difficulty when walking.
- Becoming detached and brooding.
- Reflex time is slower than normal or slow to answer questions.

Dealing with an Intoxicated Guest

- First and foremost – **notify a coach.**
- Do not serve any more alcohol to the table with the intoxicated guest.
- Remain in control of yourself. Do not argue. Do not overreact. Remember that alcohol can cause people to become irrational.
- Be positive and understanding.
- Provide a complimentary appetizer and non-alcoholic drink.

DAY I TRAINING – SERVER

(Orientation will take place on or before Day I)

Classroom

9:30 – 10:00 a.m.

_____ Take Day 1 Open-Book Test with Test Key

10:00 – 11:00 a.m.

_____ Participate in Taste Plate

11:00 a.m. – 11:30 a.m.

_____ 1st Rotation – Observe Front Desk

11:30 a.m. – 12:00 p.m.

_____ 2nd Rotation – Observe Salad QC

12:00 – 12:30 p.m.

_____ 3rd Rotation – Observe Hot Food QC

12:30 – 2:30 p.m. (classroom with HC, CIS or Trainer)

_____ Restaurant Tour

_____ Culture

_____ Quality Product From a Scratch Kitchen

_____ Serve the Finest Wine and Liquors

_____ Review All Jargon

_____ Telephone Etiquette

_____ Server Sequence of Service

_____ Vision for Service: Hospitable, Professional, Seamless

_____ Teamwork Service

_____ Spec Attire

_____ Timeliness

_____ 100% Tip Reporting

_____ Location of Federal & State Labor Posters & Company Memorandums

_____ Blue Book

_____ Review Training Schedule

_____ Take Day 1 Closed Book Test

2:30 – 3:00 p.m.

_____ Watch the Sexual Harassment Video with a Coach and Discuss

At the end of the shift, the training champion, trainer and coach must sign.

Training Champion: _____ **Date:** _____

Trainer: _____ **Coach:** _____

DAY II TRAINING – SERVER

Observe, Listen and Acclimate

The trainer will model professionalism, hospitality and seamless service. These characteristics are fundamental to the J. Alexander's style of service. Every champion must possess a strong menu, wine and liquor knowledge. Today's training is an opportunity for the new champion to learn from one of the best servers in the restaurant. Observe and listen closely; the big and small details must be in place to produce extraordinary service.

- _____ Take Day 2 Open-Book Test with Test Key
- _____ Jargon
- _____ Table Numbers and Seating Positions (trainer to quiz)
- _____ Mystery Shop Form
- _____ Sequence of Service Discussion Points
 - I. Quick and Genuine Greet (role-play)
 - II. First Round Drinks
 - III. Featuring – Setting the Stage for Excellence (role-play)
 - IV. Timely and Correct Order Taking
 - V. Anticipating Guest Needs
- _____ Timing Standards for Service & Food
- _____ Three Tier Station
- _____ Four Priorities of a Server
- _____ Practice Check Writing (to be used during Ringing Practice Session)
- _____ Ring Food System
- _____ Quality Product: Beef & Fish at J. Alexander's
- _____ Scotch: In-house Brands and Drinks
- _____ Vodka: In-house Brands and Drinks
- _____ Ringing Scotch and Vodka Drinks on the Micros
- _____ Wine Service
- _____ Big Nine Wines & Body
- _____ Take Day 2 Closed Book Test
- _____ Trainer Evaluation of Training Champion

Training Champion Responsibilities

- _____ Ringing Practice Session (1 hour)

The items listed above were discussed with the training champion.

Training Champion: _____ **Date:** _____

Trainer: _____ **Coach:** _____

DAY III TRAINING – SERVER

“Hands on Learning”

The training champion will learn-by-doing today and “doing” means mistakes. Mistakes are not bad if we recognize them, admit them, learn from them and rise above them. The more hands on; the more the training champion will know by the end of the shift. The trainer will push hard and communicate constant direction. Trainer and training champion must stay together 100% of the time. By the end of the shift, the training champion will have facilitated all service points at one table.

- _____ Take Day 3 Open-Book Test with Test Key
- _____ Mystery Shop Form
- _____ Jargon (trainer to quiz)
- _____ J. Alexander’s Mission
- _____ Sequence of Service
 - I. Guest Contract (respond with urgency)
 - II. Proper Food and Drink Placement
 - III. Silent Service (anticipating with precision – what does this mean?)
 - IV. Quality Checking Any Food Item – 2 minutes
 - V. Manicuring, Prebussing, Crumbing & Marking
- _____ Marking Tables (practice/learn by doing)
- _____ Guest Right of Way
- _____ Quality Product: Taste Plate’s Impact
- _____ Three Tier Station and Four Priorities of a Server
- _____ Bourbon: In-house Brands and Drinks
- _____ Cocktail Garnishing Specifications
- _____ Ringing Bourbon Drinks on the Micros
- _____ Wine Pairing Fundamentals
- _____ Describing Wine Tableside (crisp, tannins, oaky, dry, etc.)
- _____ Wine List Familiarity (trainer to quiz on pronunciation)
- _____ Wine Service (training champion practices with trainer)
- _____ Take Day 3 Closed Book Test
- _____ Trainer Evaluation of Training Champion

Training Champion Responsibilities

- _____ Ringing Practice Session (1 hour)
- _____ Taste Plate

The items listed above were discussed with the training champion.

Training Champion: _____ **Date:** _____

Trainer: _____ **Coach:** _____

DAY IV TRAINING – SERVER

“Hands on Learning” Continued...

This training day continues to be about “doing” and taking more ownership of tableside functions. The trainer will delegate more and more responsibility to the training champion. Every aspect of service will be scrutinized for the good with instruction and valuable feedback. Trainer and training champion must stay together 100% of the time. By the end of the shift, the training champion will have facilitated all service points at two tables.

- _____ Take Day 4 Open-Book Test with Test Key
- _____ Jargon (trainer to quiz)
- _____ Eight Attributes of a Champion
- _____ Sequence of Service
 - I. Featuring Cappuccino and Specific Dessert
 - II. Presenting Check Immediately – Last Point of Service
 - III. Correct Check Amount
 - IV. Credit Card and Change Delivery
 - V. Table Cleared, Cleaned and Spotless – 45 Seconds
- _____ Cashout Fundamentals
- _____ Featuring and Greeting (training champion to practice with trainer)
- _____ Timing Standards (trainer to quiz)
- _____ Check-ready (training champion clear on specification)
- _____ Ring Food System (training champion clear on ringing standards)
- _____ Quality Product: Incredible Wine at Great Value
- _____ Wine Pairing Quiz (trainer uses menu and asks for suggested pairings)
- _____ Gin: In-house Brands and Drinks
- _____ Tequila: In-house Brands and Drinks
- _____ Ringing Gin and Tequila Drinks on the Micros
- _____ HCP Martini’s and Cocktails (review back of menu cocktails & recipes)
- _____ Wine List Familiarity (trainer to quiz on varietal offerings)
- _____ Beer Familiarity (trainer to quiz on beer offerings)
- _____ Take Day 4 Closed Book Test
- _____ Trainer Evaluation of Training Champion

Training Champion Responsibilities

- _____ Ringing Practice Session (1 hour)

The items listed above were discussed with the training champion.

Training Champion: _____ **Date:** _____

Trainer: _____ **Coach:** _____

DAY V TRAINING – SERVER

Solo with Supervision

The training champion is completely responsible for two tables. The trainer will coach the training champion throughout the shift. Weaknesses must be addressed, strengths recognized and questions answered. This shift is intense and difficult; it is the final exam. Constant feedback will flow from trainer to training champion. The training champion must focus on service systems, professionalism, hospitality and seamless service.

- _____ Take Day 5 Open-Book Test with Test Key
- _____ Spec Attire (100% every day; no compromise)
- _____ The J. Alexander's Creed
- _____ Sequence of Service (training champion to describe every step)
- _____ Alcohol Product Quizzing
 - I. Liquors and Specific Brands?
 - II. HCP Martini's and Cocktails Offered?
 - III. Most Popular Non – HCP Cocktails?
 - IV. Cocktail Garnishing?
 - V. Big Nine Varietals?
 - VI. Wine Varietal Pronunciation?
 - VII. Wine Body and Its Relationship to the Big Nine?
 - VIII. Wine Pairings with Menu Products?
 - IX. Wine Service Steps?
 - X. Beers Offered?
- _____ Featuring and Greeting (training champion to practice with trainer)
- _____ Seamless Service (training champion to define for trainer)
- _____ Solo Closing Station
- _____ Solo Closing Sidework
- _____ Solo Cashout
- _____ Scheduling (trainer to answer any questions)
- _____ Two Table Stations (HC or CIS will determine when 3 table ready)
- _____ Take Day 5 Closed Book Test
- _____ Trainer Evaluation of Training Champion

Training Champion Responsibilities

- _____ Ringing Practice Session (1 hour)
- _____ Table-service for HC (or CIS) and Trainer

The items listed above were discussed with the training champion.

Training Champion: _____ **Date:** _____

Trainer: _____ **Coach:** _____

DAY VI TRAINING – SERVER

“Teamwork – Focus on Running-the-Shift Duties”

The “teamwork shift” provides a training champion the opportunity to focus on the basic duties and tasks related to seamless service. This training occurs during a dinner shift. The training champion is not assigned a table station.

Every detail must be in place for extraordinary service to occur tableside. From conducting restroom checks to delivering food without auctioning, the training champion will begin to understand the many puzzle pieces that must be in place to run a smooth shift.

The training champion must make this training an opportunity to focus on areas of performance that need improvement. Food and drink running are two of the primary focal points of this training day. By the end of the shift, the champion should be completely familiar with all table numbers and seat positions. The champion should also be proficient at glassware and plateware carries.

- _____ Take Day 6 Open-Book Test with Test Key
- _____ Run Hot Food
- _____ Run Salads
- _____ Run Pub Drinks (as much as possible)
- _____ Glassware Back-ups
- _____ Ice Back-ups
- _____ Tea/Coffee Brewing
- _____ Silverware Sorting/Polishing
- _____ Stock the Line
- _____ Replace Linen Bag in Hobart (as needed)
- _____ Marking Trays Stocked
- _____ Restroom Checks
- _____ QC Alley Cleanliness (e.g. floor sweeps, counters clean)
- _____ Soup Station Cleanliness
- _____ Perimeter Checks
- _____ Teamwork with Champions
 - I. Offer “Hands” to Server Champions When Leaving the QC Alley
 - II. Offer to Make Soups for Champions or the QC (as needed)
 - III. Anticipate Guest Needs On the Floor
 - IV. Assist Pubkeeps and Hosts (as needed)
- _____ Take Day 6 Closed Book Test

The items listed above were discussed with the training champion.

Training Champion: _____ **Date:** _____

Trainer: _____ **Coach:** _____

POLICE DEPARTMENT

David Rahinsky
Chief of Police



Dr. Ken Moore
Mayor

Eric S. Stuckey
City Administrator

September 24, 2011

TO: Lt. Charles Warner *LOXIS NEXIS / ACCURINT CONCURRENCE*

FROM: Angela Hardemon, Records Supervisor

SUBJECT: Beer Board Background Checks

A check of Franklin Police Department records was completed on Adam Rimer, J. Alexander Restaurant, LLC for J. Alexander's Restaurant and found to be clear.

Dmr 9.25.11

City of Franklin

P O Box 705
Franklin, TN 37065
(615) 791-3225

DATE: 9/24/12
TO: POLICE CHIEF
FROM: CHRISTY MCCANDLESS, ACCOUNT MGMT SUPERVISOR
RE: RECORDS CHECK FOR APPLICATION FOR BEER PERMIT
BEER BOARD MEETING DATE 10/9/12

- Applicant is requesting a temporary permit. Please return ASAP.
 Please return by 9/25/12 to provide information for Beer Board meeting agenda.

Name of Business J Alexander's Restaurants
Location of Business 1731 Galleria Blvd
Name of applicant J Alexander's Restaurants, LLC
Managing Agent [REDACTED]
Drivers License # [REDACTED] State [REDACTED]
Date of Birth [REDACTED] Soc. Sec. # [REDACTED]

- Recommend. Based on information available to date, the applicant has no record requiring denial of the permit under the provisions of Title 8 of the Franklin Municipal Code.
 Not recommending. Based on information available to date, the Police Dept. is not recommending approval of a permit.

CENTRAL RECORDS DIVISION
FRANKLIN POLICE DEPT

By _____

Date _____

Approved _____
Signature

City of Franklin

P O Box 705
Franklin, TN 37065
(615) 791-3225

DATE: 9/24/12
TO: CODES DEPT
FIRE DEPT
FROM: CHRISTY MCCANDLESS, ACCOUNT MGMT SUPERVISOR
RE: BUILDING INSPECTIONS FOR APPLICATION FOR BEER PERMIT

- ON PREMISES PERMIT
 OFF PREMISES PERMIT
 ON AND OFF PREMISES PERMIT
 MANUFACTURER'S OR DISTRIBUTOR'S PERMIT
 SPECIAL EVENTS PERMIT

Applicant is requesting a temporary permit. Please return ASAP.

Please return by 9/28/12 to provide information for Beer Board meeting agenda.

Beer Board Meeting Date 10/9/12

Name of Business J Alexander's Restaurants

Location of Business 1721 Galleria Blvd.

CODES DEPT

Building Inspector

Date

FIRE DEPT

Wayne Mobley
Fire Inspector

9-27-12
Date