



Business Address: 13232-34 Woodward Ave, Highland Park, MI 48203
Mailing Address: 13500 Foley Street, Detroit, MI 48227
Office Number: (313) 351-1112
Website: www.highlandroom.com
Email: info@highlandroom.com

August 19, 2025

City Clerk's Office
City of Rochester Hills
Rochester, MI 48309
Attention: Rochester Hills Liquor License Department

Dear City Clerk,

Subject: New Liquor License Application

Please find attached herewith the Rochester Hills Liquor License Application for a new license in The Highland Room (RH), LLC.

We intend to open a Café at **1760 E Auburn Road, Rochester Hills MI**, to be known as **The Highland Room Banquet & Cafe**. This project will be developed and promoted by The DMC Group, who have extensive experience in delivering high-quality hospitality venues. We are the Developer and Builder of the mixed-use development, popularly known as "The Gerald". We plan to retain one commercial retail for The Highland Room Café. (UNIT to TBD)

DMC Group has successfully developed and currently operates **The Highland Room Banquet & Cafe** located at: 13232 Woodward Ave, Highland Park, MI 48203. This venue has become a trusted destination for weddings, celebrations, corporate functions, and community gatherings. With a proven record of excellence, we are confident in extending the same level of service and quality to the Rochester Hills community.

The proposed café will perfectly fit in with the City's vision for Planning and Economic Development for Auburn Road/Brooklands District. We plan to operate a café/bar at this location. This will be perfect location for residents to have meetings during the day and spot to spend personal time during the evening hours.

Please find attached herewith the following:

- 1) Liquor License Application
- 2) Criminal Background Check Form
- 3) Drivers License
- 4) Business Entity Documents
- 5) Proof of Ownership (I am the sole owner of the New Plaza)
- 6) Menu (Proposed)
- 7) Check for \$1,000
- 8) Personal Tax Returns

Sincerely,

Mike Chaudhary

*Creating Memories, One
Event at a Time!*



CITY OF ROCHESTER HILLS
LIQUOR LICENSE APPLICATION

The Rochester Hills 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. Failure to provide all required information or attachments could result in a delay or denial of a liquor license.

City Council reserves the right to exercise reasonable discretion to determine who, if anyone, shall be entitled to the issuance of a license. As a general matter of policy, applicants for a license will need to demonstrate an identifiable benefit to the City and its inhabitants resulting from the granting of the license.

Type of license applying for (check all those that apply):



Purch from MLCC
New Class C License



Class C License (transfer)



Microbrewery/Distiller



Resort (transfer)



Tavern (transfer)



Other:

Quota

GENERAL INFORMATION:

Applicant's Name: Mike (Manish) Chaudhary Date: 6/23/2025

Business Name: Highland Room-RH, LLC

Address: 13500 Foley Street, Detroit, MI 48227

Phone: 313-351-1112 Email: Mikec@highlandroom.com

Are you the sole owner and proprietor? ☒ Yes ☐ No

Is the business to be operated as a ☐ partnership, ☐ company, ☐ corporation, or ☒ limited liability company?

Length of time business has been in operation: New Business

List any other businesses you are affiliated with in and outside of the City of Rochester Hills:

Highland Room, LLC

DMC Consultants, Inc., Gerald Real Estate, LLC.

SUBJECT PROPERTY:

Location of Proposed License: 1760 E Auburn Road, Rochester Hills, MI

Does applicant presently own the premises? ☐ Yes ☒ No

If no, name of owner of premises: Geral Real Estate, LLC.

Legal description of property: Its a new mixed use development with 10 condos and 8,300 SF of retail on the Ground level

APPLICANT INFORMATION:

Applicant's Name: Manish Chaudhary

Phone No.: 313-491-1815

Address: 17844 Parkshore Drive

City: Northville, MI ST:

Age: 54

Citizenship: USA

Date of Birth: 03/19/1970

Birthplace: (City/ST): Jabalpur/Madhya Pradesh- INDIA

If naturalized, year and place: 2012, DETROIT, MI

If the applicant is a partnership, company, corporation or limited liability company, give the names, addresses and dates of birth of all persons who will have any financial investment in the licensed business or who will share in the profits of the licensed business:

If a partnership, please complete the following:

Partner's Name: Manish Chaudhary Phone No.: 313-673-1657

Address: 17844 Parkshore Drive City: Northville, MI ST:

Age: 54 Citizenship: USA Date of Birth: 03/19/1970

Birthplace: (City/ST): Jabalpur/Madhya Pradesh- INDIA

If naturalized, year and place: 2012, DETROIT, MI

Manager's Name: Manish Chaudhary Phone No.: 313-673-1657

Address: 17844 Parkshore Drive City: Northville ST: MI
Age: 54 Citizenship: USA Date of Birth: 03/19/1970
Birthplace: (City/ST): Jabalpur/Madhya Pradesh/INDIA
If naturalized, year and place: 2012, Detroit, MI
If a corporation, provide the names, addresses and date of birth of each of the officers and directors:

NAME	ADDRESS	DATE OF BIRTH
Manish Chaudhary	17844 Parkshore Drive, Northville, MI 48168	03/19/1970

Has applicant (or any other individuals listed above) ever been convicted of a felony?

☐ Yes ☒ No

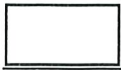
If convicted of felony, please explain: _____

ADDITIONAL INFORMATION REQUIRED: (Please provide the following)



Evidence of financial responsibility (submit detailed financial statements for past 5 years).

(Tax Returns)



Floor plan, including seating and bar layout and total occupant capacity.

TBD



Menu (food and drink). Provide the percentage of gross revenue from the sale of food.



Authorization to Obtain Information & Release for Purposes of Licensure
(form included in application packet)

Has the applicant ever applied for a liquor license previously? ☒ Yes ☐ No

Has this applicant ever been denied a liquor license? ☐ Yes ☒ No

Have there been any recent liquor licenses at this location? ☐ Yes ☒ No

Was a liquor license ever suspended or revoked? ☐ Yes ☒ No If yes, explain the circumstances:

Describe the proposed character/type/theme of establishment: Cafe/Bar to serve coffee/Tea
and cocktails along with light snacks and finger food/munches

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

The commercial part of the development will be owned by our family
group company and we plan to serve this location for a long time.

What other factors should the Rochester Hills City Council consider?

I currently have a Class C liquor license in Wayne County. I own
and operate a banquet/bar and am shortly opening a cafe/bar which is under construction.

SIGNATURES:

By signing this application, the property owner is granting approval for the applicant to seek a liquor license at this location. By signing this application, the applicant and contact person are indicating that all information contained in this application, all accompanying plans and all attachments are complete and accurate to the best of his or her knowledge. **This application is not valid unless signed by the property owner.** A review fee is required at the time of application in accordance with the fee schedule as adopted by the City Council.

Signature(s) of Property Owner: _____

(Name)

Mike (Manish) Chaudhary

06/23/2025

(Date)

Signature of Applicant: _____

(Name)

Mike (Manish) Chaudhary

06/23/2025

(Date)

Signature of Contact Person: _____

(Name)

Mike (Manish) Chaudhary

06/23/2025

(Date)

APPLICATION FEE:

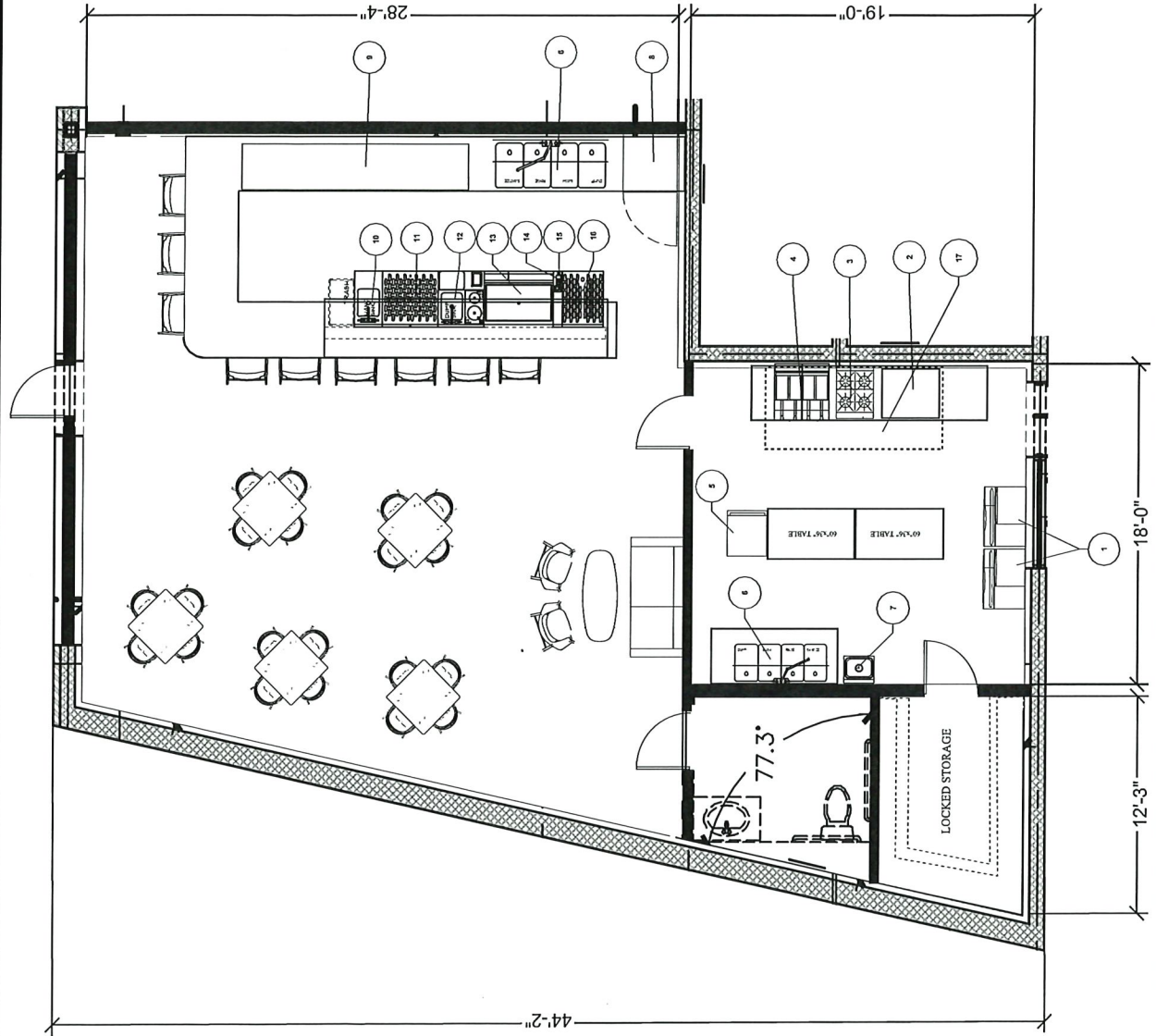
\$1,000.00 made payable to the *City of Rochester Hills*

NOTE:

Applicant must meet with the Liquor License Technical Review Committee prior to appearing before City Council.

In addition to completing the Liquor License application, any new establishment serving alcoholic beverages will also need to complete the Planning Department's Development Application to apply for a Conditional Land Use (as indicated in Section 138-4.300 of the City's Zoning Ordinance).

EQUIPMENT SCHEDULE	
1	CYCLER
2	CHILL
3	COMPACTOR
4	TRUCK
5	WET BUILDING LAMINATE
6	RINSE FACILITY W/ WASH FACILITY
7	HAND SINK
8	FRIDGE IN REFRIGERATOR
9	BACK WASH CYCLER
10	WET HAND SINK
11	UNDERBASK DRAINAGE
12	TRAP PINE
13	UNDERBASK FIVE INCH
14	SEWAGE IN FLOOR
15	SEWAGE IN
16	UNDERBASK DRAINAGE
17	EXHAUSTION SYSTEM



THE HIGHLAND ROOM

Concept Design

DATE: 09/16/2025





MENU

Cafe

Hot

ESPRESSO

CORTADO

CAPPUCCINO

LATTE

AMERICANO

8oz / 12oz

HOUSE COFFEE

8oz / 12oz

HOT CHOCOLATE

8oz / 12oz

Tea

MATCHA

REN. SENCHA • GREEN

SAKURA • BLACK

BERRY HIBISCUS • HERBAL

Cold

ICED AMERICANO

8oz / 12oz

ICED LATTE

8oz / 12oz

Cuisine

Hot

CROQUE MONSIEUR

Toasted, buttered bread topped

with smoked ham, Havarti cheese

herbs, and béchamel, topped with

melted Gruyère

QUICHE LORRAINE

Rich, delicate quiche filled with

smoked ham and Parmesan

VEGGIE QUICHE

Egg custard filled with leeks, dill,

and Parmesan

BAGELS

New York Bagel delivered fresh

daily + cream cheese for \$1.50

HOUSE OLIVES

Twice pickled olives, garlic,

secret spices, pimento

Sweet

CRÈME BRÛLÉE

A rich custard infused with vanilla, topped with a delicate

layer of caramelized sugar

FRESH PASTRIES

Various freshly baked pastries by

availability in our display case

Wine, Beer & Cider

Red

CABERNET SAUVIGNON
Chateau Fontanes 2021

HOUSE RED BLEND
Rotating Red Blend

PINOT NOIR
J. de Villebois 2023

White

SAUVIGNON BLANC
J. de Villebois 2023

HOUSE CHARDONNAY
Rotating Chardonnay

Bubbles

CHAMPAGNE
Collet

SPARKLING WHITE
Rotating Sparkling White

Rosé

STILL ROSÉ
Rotating Rosé

SPARKLING ROSÉ
Crémant du Bourgogne

Beer & Cider

LAGER
Altes 12oz

BLANC ALE
Kronenbourg Blanc 16oz

TRIPLE
Unibroue Fin Du Monde 16oz

PILSNER
Meteor

SHOT & A BEER
Altes & Spirit of Choice

BLANC
Aval 12oz

BRUT CIDRE
Etienne Dupont 375ml

Seasonal Cocktails

MAI TAI – REFRESHING

DCJD Summer Rum, Cointreau, Pumpkin Seed Milk Orgeat, Lime, & Mint

ZOMBIE – TROPICAL

Three Rum Blend, Falernum Liqueur, Cinnamon, Pernod, Grapefruit, Grenadine, Lime & Mint

UNDER THE VOLCANO – SPIRIT FORWARD

Volcanique Rhum, Demerara Sugar, Black Walnut, Spicy Pepper Tincture & Lemon Garnish

PIÑA VERDE – TROPICAL

Green Chartreuse, Pineapple, Coconut, Lime, & Mint

STORMY WEATHER – RICH

French Gin, Four Roses, Pear Brandy, Bénédictine, Lemon, Vanilla, Bitters, & Foam

PINEAPPLE DAIQUIRI – REFRESHING

Pineapple-infused Rhum Blend, Sugar, & Lime

Signature Cocktails

SANTÉ

Green Chartreuse, Citadelle Gin, Blanc Vermouth, Rosemary Olive Oil, Luxardo Maraschino Aroma, & Cherry

MANGO MIMOSA

White Wine, Chandon Mango, Lemon

EVELYN'S FILTHY MARTINI

WIX Gin, Dolin Extra Dry Vermouth, Rosemary Olive Oil, Griottine Family Olive Brine, & Olive Garnish

FANCY FREE

Rye Whiskey, Luxardo Maraschino, Sea Salt, Angostura & Orange Bitters

MARGARITA

Camarena Tequila, Orange Liqueur, Sugar, & Lime

ESPRESSO MARTINI

Ked Vodka, Espresso, Vanilla, & Cacao Nib

LIME LEAF GIMLET

Japanese Gin, Italicus, Maraschino, Verjus, Black Sesame, Lime Leaf, & Vegan Foam

NON-ALCOHOLIC

Phony Negroni, Chia Spritz, Orangic, & More!

Liquor Pours

COGNACS AND BRANDIES

St. Remy Signature
Remy Martin 1738
Pierre Ferrand 1840
Pierre Ferrand Ambre
Pierre Ferrand Reserve
Hine
Caussae

AGAVE

Lunazul Blanco
Lunazul Reposado
Don Julio 1942
Del Maguey Vida
Heradura Silver
Heradura Añejo
Amor Reposado

WHISKEYS

Larceny
Woodford Bourbon
Woodford Double Oak
Basil Hayden Bourbon
Angel's Envy Bourbon
Bulleit Bourbon
Blis Old Forester
Old Forester Statesman
Old Forester Rye 100
Old Monkey
Rittenhouse
Redemption Rye

VODKA

Tito's
Grey Goose
Vanishing Vodka
Aviation Vodka

RUMS

Saint James
Inrabbourgh Rye
Wray And Nephew
Dcjd Summer Rum
Plantation Dark
Plantation Straight
Plantation Isle Of Fji
Wray's Royal Rum

GIN

White Striped Cat Gin
Chadlis
Chadlis Junip
Malfy
Bombay Sapphire
Tanqueray 10

AMARI

Campari
Aperol
St. Germain
Baileys
Gc. Chartreuse
Yv. Chartreuse
Suze
Grand Marnier
Chambord
Cynar
Pisang Ambat
Amaro D'Angelo
Fernet Branca