

39861

52786-44278



# City of Madison Liquor/Beer License Application

On-Premises Consumption:  Class B Beer  Class B Liquor  Class C Wine

Off-Premises Consumption:  Class A Beer  Class A Liquor - *Cider Amendment*

## Section A – Applicant

- If needed, a qualified interpreter can be provided at no charge to you. Would you like an interpreter?  
 Yes (language: \_\_\_\_\_)  
 No (If you answer no and you do require an interpreter, the ALRC will refer your application to a subsequent meeting and this may delay your application process)

Si usted requiere o necesita un/a intérprete, nosotros podemos proveer un/a intérprete sin costo alguno. ¿Le gustaría tener un/a intérprete?

- Sí, lenguaje \_\_\_\_\_  
 No. Si usted escoge "no" en la solicitud/aplicación, y usted sí requiere un/a intérprete, el comité remitirá su solicitud para una nueva junta y esto puede atrasar el proceso de su solicitud.

- This application is for the license period ending June 30, 20 16.
- List the name of your  Sole Proprietor,  Partnership,  Corporation/Nonprofit Organization or  Limited Liability Company exactly as it appears on your State Seller's Permit.

Kwik Trip, Inc.

- Trade Name (doing business as) Tobacco Outlet Plus #529

- Address to be licensed 3828 E. Washington Ave

- Mailing address Po Box 2107, La Crosse, WI 54602-2107

- Anticipated opening date NA - Has been in operation since 12/8/97

- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 2?  
 No  Yes (explain) \_\_\_\_\_

- Does another alcohol beverage licensee or wholesale permittee have interest in this business?  
 No  Yes (explain) \_\_\_\_\_

## Section B—Premises

- Describe in words the building or buildings where alcohol beverages are to be sold and stored. Include all rooms including living quarters, if used, and any outdoor seating used for the sales, service, and/or storage of alcohol beverages and records. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.

One-story frame construction with storage in coolers & sales floor. Records maintained in office area. Business is age-restricted - minors not allowed on premises.

11.  Attach a floor plan, no larger than 8 1/2 by 14, showing the space described above.

12. Applicants for on-premises consumption: list estimated capacity NA

13. Describe existing parking and how parking lot is to be monitored.

12 Parking spaces. Lot well lit - CCTV surveillance

14. Was this premises licensed for the sale of liquor or beer during the past license year?

No  Yes, license issued to Tobacco Outlet Plus #529 (name of licensee)

15.  Attach copy of lease.

### Section C—Corporate Information

This section applies to corporations, nonprofit organizations, and Limited Liability Companies only. Sole proprietorships and partnerships, skip to Section D.

16. Name of liquor license agent David Doelger

17. City, state in which agent resides Cottage Grove, WI

18. How long has the agent continuously resided in the State of Wisconsin? Since 1985

19.  Appointment of agent form and background check form are attached.

20. Has the liquor license agent completed the responsible beverage server training course?

No, but will complete prior to ALRC meeting  Yes, date completed Prev. Agent of Tobacco Outlet Plus #514

21. State and date of registration of corporation, nonprofit organization, or LLC. Wisconsin 10/7/04

22. In the table below list the directors of your corporation or the members of your LLC.

Attach background check forms for each director/member.

Title	Name	City and State of Residence
President	Donald P. Zietlow	Onalaska, WI
Secretary	Steven D. Zietlow	LaCrosse, WI

23. Registered agent for your corporation or LLC. This is your agent for service of process, notice or demand required or permitted by law to be served on the corporation. This is not necessarily the same as your liquor agent.

Thomas E. Reinhart

24. Is applicant a subsidiary of any other corporation or LLC?  
 No  Yes (explain) \_\_\_\_\_
25. Does the corporation, any officer, any director, any stockholder, liquor agent, LLC, any member, or any manager hold any interest in any other alcohol beverage license or permit in Wisconsin?  
 No  Yes (explain) Please see enclosed list.

**Section D—Business Plan**

26. What type of establishment is contemplated?  
 Tavern  Nightclub  Restaurant  Liquor Store  Grocery Store  
 Convenience Store without gas pumps  Convenience Store with gas pumps  
 Other Tobacco Shop
27. Business description Retail store that sells cigarette & tobacco products primarily along with beer, soda, snack & candy products.
28. Hours of operation Sunday 8am-6pm; Monday-Saturday 8am-9pm
29. Describe your management experience David Doelger has been a store manager for Kwik Trip since August 2003.
30. List names of managers below, along with city and state of residence.  
David Doelger Cottage Grove, WI
31. Describe staffing levels and staff duties at the proposed establishment One to three on duty, depending on time of day. Stocking shelves, customer service, bookkeeping, customer checkout.
32. Describe your employee training In-house computer based training. Coworkers also complete Learn 2 Serve training to obtain certificate.

33. Utilizing your market research, describe your target market.

Adult customers in 3 mile radius.

34. Describe how you plan to advertise and promote your business. What products will you be advertising?

Local newspaper + direct mail. Food + beverage.

35. Are you operating under a lease or franchise agreement?  No  Yes

36. Private organizations (clubs): Do your membership policies contain any requirement of "invidious" (likely to give offense) discrimination in regard to race, creed, color, or national origin?

No  Yes

*NA*

**Section E—Consumption on Premises**

*NA*

This section applies to Class B and Class C applicants only. Class A license applicants (consumption off premises) may skip to Section F.

37. Do you plan to have live entertainment?  No  Yes—what kind? \_\_\_\_\_

38. What age range do you hope to attract to your establishment? \_\_\_\_\_

39. What type of food will you be serving, if any? \_\_\_\_\_

Breakfast  Brunch  Lunch  Dinner

40. Submit a sample menu if applicable. What will be included on your operational menu?

Appetizers  Salads  Soups  Sandwiches  Entrees  Desserts  
 Pizza  Full Dinners

41. During what hours of operation do you plan to serve food? \_\_\_\_\_

42. What hours, if any, will food service not be available? \_\_\_\_\_

43. Indicate any other product/service offered. \_\_\_\_\_

44. Will your establishment have a kitchen manager?  No  Yes

45. Will you have a kitchen support staff?  No  Yes

46. How many wait staff do you anticipate will be employed at your establishment? \_\_\_\_\_

During what hours do you anticipate they will be on duty? \_\_\_\_\_

47. Do you plan to have hosts or hostesses seating customers?  No  Yes

48. Do your plans call for a full-service bar?  No  Yes  
 If yes, how many barstools do you anticipate having at your bar? \_\_\_\_\_  
 How many bartenders do you anticipate having work at one time on a busy night? \_\_\_\_\_
49. Will there be a kitchen facility separate from the bar?  No  Yes
50. Will there be a separate and specific area for eating only?  
 No  Yes, capacity of that area \_\_\_\_\_
51. What type of cooking equipment will you have?  
 Stove  Oven  Fryers  Grill  Microwave
52. Will you have a walk-in cooler and/or freezer dedicated solely to the storage of food products?  
 No  Yes
53. What percentage of payroll do you anticipate devoting to food operation salaries? \_\_\_\_\_
54. If your business plan includes an advertising budget:  
 What percentage of your advertising budget do you anticipate will be related to food? \_\_\_\_\_  
 What percentage of your advertising budget do you anticipate will be drink related? \_\_\_\_\_
55. Are you currently, or do you plan to become, a member of the Madison—Dane County Tavern League or the Tavern League of Wisconsin?  No  Yes
56. Are you currently, or do you plan to become, a member of the Wisconsin Restaurant Association or the National Restaurant Association?  No  Yes
57. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. New establishments estimate percentages:  
 \_\_\_\_\_ % Alcohol      \_\_\_\_\_ % Food      \_\_\_\_\_ % Other
58. Do you have written records to document the percentages shown?  No  Yes  
 You may be required to submit documentation verifying the percentages you've indicated.

### Section F—Required Contacts and Filings

59. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted.  No  Yes
60. I understand that I am required to host an information session at least one week before the ALRC meeting.  No  Yes
61. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session.  No  Yes
62. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting.  No  Yes
63. I agree to contact the Alcohol Policy Coordinator prior to the ALRC meeting.  No  Yes
64. I agree to contact the neighborhood association representative prior to the ALRC meeting.  
 No  Yes

65. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864]  No  Yes
66. I understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in section 2, above. [phone 608-266-2776]  No  Yes
67. Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor?  No  Yes

**Section G—Information for Clerk's Office**

68. State Seller's Permit 456-0000287614-03
69. Federal Employer Identification Number 39-1036365
70. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?  
 Contact person Deanna Hafner  
 E-mail address dhafner@kwiktrip.com  
 Phone 608-793-6262 Preferred language English
71. Corporate attorney, if applicable: Name \_\_\_\_\_  
 Phone \_\_\_\_\_ E-mail \_\_\_\_\_

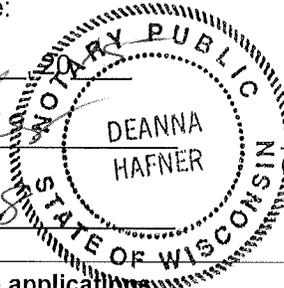
**Read carefully before signing in front of a notary:** Under penalty provided by law, the applicant states that the above information has been truthfully completed to the best of the knowledge of the signer. Signer agrees to operate the business according to law, and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. Lack of access to any portion of licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

Subscribed and Sworn to before me:

this 27<sup>th</sup> day of July,  
Deanna Hafner  
 (Clerk/Notary Public)

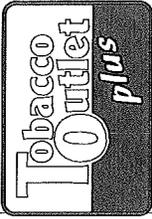
Donald R. Zietlow  
 Officer of Corporation/Member of LLC/Partner/Sole Proprietor  
Donald R. Zietlow, President

My commission expires 1-9-18



Clerk's Office checklist for complete applications		
<input type="checkbox"/> Orange sign <input type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation) <input type="checkbox"/> FEIN <input type="checkbox"/> Notarized application <input type="checkbox"/> Written description of premises	<input type="checkbox"/> Background investigation form(s) <input type="checkbox"/> Form for surrender of previous license <input type="checkbox"/> *Articles of Incorporation <input type="checkbox"/> *Notarized Appointment of Agent * Corporation/LLC only	<input type="checkbox"/> Floor Plans <input type="checkbox"/> Lease <input type="checkbox"/> Sample Menu <input type="checkbox"/> Business Plan
Date complete application filed with Clerk's Office _____		
Date of ALRC meeting _____ Date license granted by Common Council _____		
Date provisional issued _____ Date license issued _____ License number _____		

P 516 A 17

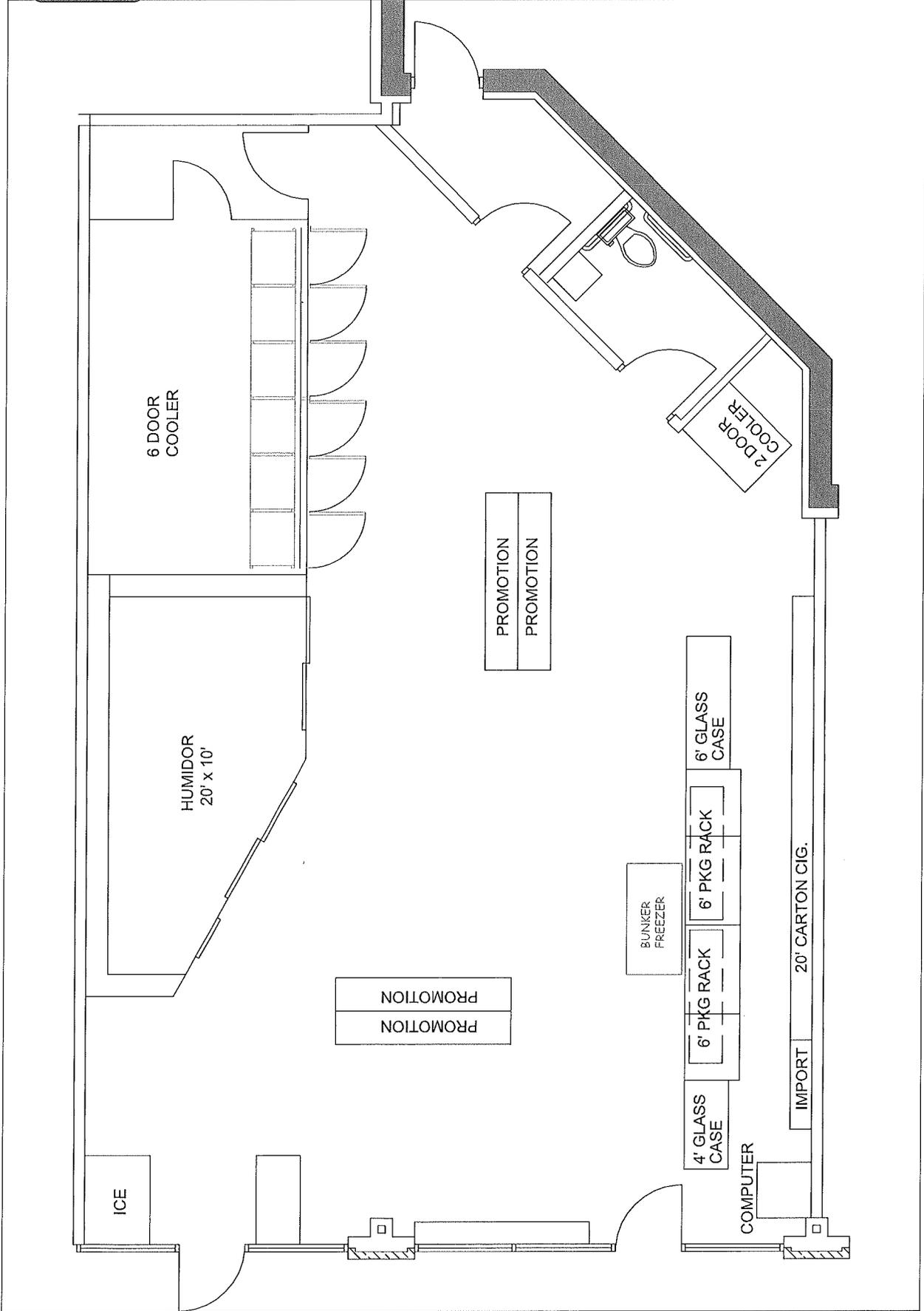


**KWIK TRIP, Inc.**  
 P.O. BOX 2107  
 1525 OAK STREET  
 LACROSSE, WI 54602-2107  
 PH. (608) 781-8888  
 FAX (608) 781-8860

**SITE PLAN**  
 TOBACCO OUTLET 529  
 3888 East Washington Ave.  
 Madison, WI

PLAN APPROVED		INT	DATE
DON Z.			
STEVE Z.			
BOB T.			
SCOTT T.			
STEVE L.			

DRAWN BY	EP
SCALE	1/4" = 1'-0"
PROJ. NO.	529 Madison TO
DATE	11/7/01
REVISION	



## **Tobacco Outlet Plus Retail Stores: Business Plan**

Kwik Trip, Inc. is a Wisconsin corporation based out of La Crosse, Wisconsin. Kwik Trip is a vertically-based corporation with its own bakery, dairy, ice plant, beverage plant, trucking fleet and distribution center. The company has over 11,000 employees who work throughout the Wisconsin, Minnesota and Iowa area.

Kwik Trip, Inc. has operated Tobacco Outlet Plus stores in since 1987. Approximately six (6) employees are employed at the Tobacco Shops with between one to three on staff at any given time. Position include a store manager and full time and part time employees who perform retail cashier, stocking, and cleaning job duties.

The hours of operation of the stores are vary by community. In Madison the stores are open from 6am to 6pm on Sunday and 8am to 9pm Monday through Saturday. The products sold in the store are typical cigarette and tobacco products as well as limited retail convenience store such as snacks, candy, soda, and beer.

The target market for the tobacco shops are adult customers within a three-mile radius. The stores have a surveillance system to ensure the safety of our customers and employees.

Kwik Trip has a point-of-sale system that ensures that age-restricted products are sold only during allowed hours and that customer's identification is scanned before a sales transaction can be completed. All Kwik Trip employees complete an Alcohol and Tobacco computer-based training program. Employees who perform cashier duties will also complete the Learn2Serve Responsible Beverage Operator training and obtain an Operator Permit. Kwik Trip performs in-house compliance checks and has an Alcohol and Tobacco Sales policy that spells out the rewards and discipline for passed and failed compliance checks.

## Tobacco and Alcohol Sales Policy

**You must ask for the guest's ID and scan/swipe the ID or enter the guest's birthdate on the register when guest is purchasing:**

- Alcohol products and they look younger than 30 years of age\*
- Tobacco products and they look younger than 30 years of age\*

\* **Exception:** 1.) Unless you have previously verified their age and ID, AND/OR 2.) Know the person by name and they are of legal age to purchase alcohol and tobacco products.

**Note:** Under no circumstances can a co-worker accept the "OK" or approval by another co-worker as a substitution for proper identification. The Co-worker scanning the product must be the person checking the ID or approving the "Exception".

### Only these forms of guest ID are valid:

- Valid, picture US driver's license
  - o **MN:** An Expired ID is only a valid proof of age for the purchase of age restricted products when shown in conjunction with the new temporary ID.
  - o **WI and IA:** The paper temporary Driver's license or ID card is a valid form of identification if it contains the photo and bar code used to check the age of the guest.
- Valid, US State-issued picture identification card (must include picture and date of birth- example: an IA Donor Card)
- Picture US military identification
- Valid passport
- Valid Wisconsin or Minnesota Tribal Identification Card (must include legal name, date of birth, signature and photo of the enrolled tribal member)

**However, if the ID is in question at all, DO NOT MAKE THE SALE!**

### Do Not sell alcohol to anyone who is:

- Obviously intoxicated
- Attempting to purchase before or after the selling hours established by your municipality

### Do Not sell alcohol or tobacco products to anyone who is:

- Going to give or resell the product(s) to an underage person
- Under the legal age
- Cannot produce a valid ID

### Kwik Trip's Minimum Age Requirements to sell Age Restricted Products:

- Tobacco – 16 years of age
- Alcohol – 18 years of age

**Failure to ask for and swipe/scan the ID or manually enter the Birthdate on the register for any Guest, Company, City, State, or County Representative for alcohol and/or tobacco purchases will result in:**

Violation	Retail Hourly Positions	Retail Exempt Leadership
First Violation	Suspension for three (3) working days without pay and mandatory retraining. The date of the first violation denotes the beginning of a 24-month monitoring period.	The next merit increase will be postponed for 30 days and mandatory retraining will be imposed. The date of the 1st violation denotes the beginning of a 24-month monitoring period.
Second Violation	A second violation within this 24-month period will result in a suspension for five (5) working days without pay and mandatory retraining.	A second violation within this 24-month period will result in a suspension for five (5) working days without pay and mandatory retraining.
Third Violation	A third violation within this 24-month period will result in termination of your employment with Kwik Trip, Inc.	A third violation within this 24-month period will result in termination of your employment with Kwik Trip, Inc.
Knowingly selling to a minor	Immediate termination of employment.	Immediate termination of employment.

**Note:** The violation standard outlined above is the same for any Store Leader whose store receives an Alcohol or Tobacco Licensing Violation issued by any City, County, or State agency.

**Note:** It is grounds for immediate termination for a co-worker to knowingly sell age restricted products to guests not of legal age AND for a co-worker not at/above Kwik Trip's minimum age requirements to sell age restricted items.

**Policy Enforcement**

- Kwik Trip, Inc., and/or local agencies, will periodically send a mystery shopper to purchase alcohol or tobacco products.
- If you ask for identification from the Kwik Trip mystery shopper, swipe the ID or enter the birthdate, and are wearing your nametag, you will receive a \$10.00 gift certificate.
- If you fail to ask for, and swipe/scan the ID or enter the Birthdate on the register for the identification of the mystery shopper, or any other mystery shopper from a government agency, you will be disciplined accordingly.
- All violations will be dated the day of the incident, when known. All other incidents will be dated the day that Kwik Trip, Inc. is made aware of the violation.
- If the original 24-month monitoring period expires and the individual has other violation(s), the date of the next violation denotes the beginning of a new 24-month monitoring period. Therefore, individuals with violations will be in a monitoring period until 24 months pass without a violation.

**Store Violations and Discipline:**

- The Store Leader/acting Store Leader will receive a violation if a co-worker fails any type of ID check prior to having completed the Tobacco and Alcohol Sales training.
- If your store has 2 violations of this policy within 6 months, the Store Leader will hold a mandatory re-training session with all store co-workers.
- If your store has 3 violations of this policy within 6 months, the Store Leader will work an alternate shift with the last offender. During their shift, the Store Leader will train and coach the co-worker on how and when to verify ID for alcohol and tobacco products. In addition, the District Leader will hold a mandatory re-training session with all store co-workers.