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**Cc:** [Carter, Sheri](#)  
**Subject:** Change of Premises for Kwik Trip Liquor Licenses -- Two Fish Hatchery Road Stores & West Broadway Store  
**Date:** Monday, June 18, 2018 3:30:33 PM  
**Attachments:** [Kwik Trip - ALRC 4-18-18 Legistar 51156 51157 51159.pdf](#)  
[4762\\_001.pdf](#)

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June 18, 2018

Dear ALRC Committee Members & Staff:

I am writing to provide background information in advance of the ALRC meeting on Wednesday, June 20th on three Kwik Trip liquor licenses which we are applying for a "Premise Change." The three stores are located at the following locations:

1. Store 531 – 2601 Fish Hatchery Road, Madison, WI
2. Store 952 – 2538 Fish Hatchery Road, Madison, WI
3. Store 965 – 2402 West Broadway, Madison, WI

In short, we have worked closely with Alder Sherry Carter and Captain Patterson to reach an agreement that would reduce the permitted hours of operation at all three stores from 5 a.m. to 12 a.m. to 5 a.m. to 11 p.m. and allow all three stores to sell single servings of beer and hard cider, which was allowed at these same store locations when they operated under the PDQ name. Alder Carter's letter of support is attached for your review.

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Kwik Trip has a point-of-sale system that ensures all age-restricted products are sold only during allowed hours and that customer's identification is scanned before a sales transaction involving an age-restricted product can be completed. All Kwik Trip co-workers complete an in-house Alcohol and Tobacco computer-based training program. Co-workers who will be performing cashier duties will also complete the Learn2Serve Responsible Beverage Operator training and obtain an Operator Permit. To further ensure that restricted products are not sold to under-age guests, 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. Kwik Trip's "Tobacco and Alcohol Sales Policy" is attached for your review.

Kwik Trip also provides extensive security cameras throughout the interior and exterior of all of our stores. For Store 531, we installed 30 security cameras (7 exterior and 23 interior cameras). For Store 952, we installed 32 security cameras (8 exterior and 24 interior cameras). For Store 965, we installed 29 security cameras (11 exterior and 18 interior cameras). All camera/video footage is retained for 60-90 days unless it pertains to an active criminal investigation which would result in footage being retained as long as necessary.

This e-mail is also intended to answer several questions that arose at the last ALRC meeting I attended on Thursday, April 26, 2018. The questions and answers are listed below for your review and reference:

1. Question: Will we sell glass containers of single serves at these stores?

Answer: No, we will not sell glass containers of any single serves at these stores. We will only sell aluminum and plastic containers.

2. Question: What types of single serves do you sell and at what price points?

Answer: We sell single servings of beer, hard cider, and flavored malt beverages.

Most common singles found in our sets & pricing:

Steel Reserve Alloy 16oz (assorted flavors): \$0.99

Mike's Harder 16oz (assorted flavors): \$1.69

Miller Lite, Bud Light, Coors Light 24oz: \$1.99

Four Loko 23.5oz: \$2.19

Twisted Tea 24oz: \$2.59

Redd's Wicked 24oz: \$2.59

Modelo/Corona 24oz: \$2.79

3. What percentage of alcohol sales do single serves represent?

Answer: 35%-40%

4. Why do we sell single servings of beer, hard cider, and flavored malt beverages?

Answer: To meet the demand of the guests in our stores who do not want to purchase a 6-pack or 12-pack, want to try out new brands and flavors, and/or want to pick and choose from a variety of different products. Kwik Trip operates 633 stores in Wisconsin, Minnesota, and Iowa and serves 7 million guests each week, or 1 million each day. Our guests expect to find a broad array of products in our stores, which includes single servings of flavored malt beverages, hard cider, and beer which they like to purchase and enjoy with a meal, at a celebration/party, or occasionally for cooking purposes.

Thank you very much for your time and consideration of our request to amend the liquor license for these three stores and allow us to close down these three stores at 11 p.m. every night rather than midnight and also allow us to sell single servings of beer, hard cider, and flavored malt beverages at all three stores, only in plastic or aluminum containers. Please let me know if you have any questions or require additional information.

Sincerely,

David

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**Kwik Trip Inc. Mission Statement**

**"To serve our customers and community more effectively than anyone else by treating our customers, co-workers and suppliers as we, personally, would like to be treated and to make a difference in someone's life."**

## 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:** 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.
  - o **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. A License Renewal Kiosk "Proof of Transaction" can be accepted as a valid ID for up to 21 days after the issue date, as long as it is still legible, when shown in conjunction with the expired ID. This is the only exception to the requirement to scan/swipe all IDs as it does not include a bar code.
- 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)
- Valid Permanent Resident Card ("Green Card")

**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 Salaried and Hourly Professional Positions
First Violation	Written warning with a 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.	Written warning, 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 written warning with a suspension for five (5) working days without pay and mandatory retraining.	A second violation within this 24-month period will result in a written warning with 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.