

**From:** [Abbas, Syed](#)  
**To:** [licensing](#)  
**Cc:** [Myadze, Charles](#); [Carter, Sheri](#); [Verveer, Michael](#)  
**Subject:** Supporting Agenda item 67135 - New License Kwik Trip Inc • dba Tobacco Outlet Plus 514 1117 N Sherman Ave  
**Date:** Monday, September 27, 2021 9:56:50 AM

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Dear Members of Madison Alcohol License Review Committee:

As the Alder representing Store 514, which is relocating from 1113 North Sherman Avenue immediately next store to 1117 North Sherman Avenue, I am writing to the ALRC to inform committee members that I support the liquor license application submitted by Kwik Trip/Tobacco Outlet Plus that would allow them to also sell liquor and wine. My reasons for supporting this application are as follows:

- No concerns or issues have been expressed by the North/Sherman Neighborhood Association about this liquor license application
- The square footage of the new store is approximately 5,000 square feet, which is twice as large as the existing store and will allow the company to expand its frozen food offerings from two freezer doors to three and its food and non-alcoholic beverage selection from four cooler doors to nine. Adding liquor and wine to the store's product offering only expands the choices and convenience neighborhood customers demand and expect to find.
- No fuel is sold at the current or new store.
- The store hours in the new store will be the same as in the existing store – 8 a.m. to 9 p.m. Monday – Saturday and 8 a.m. to 6 p.m. on Sunday.

In short, I believe the addition of liquor and wine to this well managed and very secure store, coupled with an expanded offering of food, dairy, and take home meals, will enhance the experience and convenience customers are seeking from this neighborhood store. I support the approval of this liquor license application and thank you for your time and consideration of my views on this matter. Please contact me with any questions.

Sincerely,

Syed Abbas  
Alder – District 12

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**President Common Council**  
**Alder Syed Abbas, City of Madison, District 12**  
[District 12 Website](#) [Signup for District 12 emails](#)  
[Contact: 608-572-6984](#)