



# Change of Premises

Fee: \$25.00

City of Madison Clerk  
210 MLK Jr Blvd, Room 103  
Madison, WI 53703  
[licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)  
608-266-4601

(Agenda Item Number)
(Legistar file number)
LICPC11-2019-00048
(License number)
2                      410
(Alder District #)      (Police Sector)
Office Use Only

Class A: Beer,  Liquor,  Cider  
Class B:  Beer,  Liquor,  
 Class C Wine

### Licensed Premises Information

This application modifies existing alcohol license number: LICLIB-2017-00239  
Business dba Name: Skogen's Foodliner, Inc. dba: Festival Foods  
Licensed Address: 810 E. Washington Ave Madison, WI 53703  
Liquor/Beer Agent Name: Kevin Schnell 844-511-3887  
\_\_\_\_\_% Alcohol, \_\_\_\_% Food, \_\_\_\_% Other      Alder, District #: \_\_\_\_\_ Police Sector: \_\_\_\_\_

### Corporate Information

Business Legal Name (as on WI State Sellers Permit): Skogen's Foodliner, Inc.  
Business Mailing Address: 3800 Emerald Drive Onalaska, WI 54650  
Business Contact Name, Position: Tamra Thomson, Staff Accountant  
Business Phone: 608-779-2723      Business Email: tthomson@festfoods.com

Current Capacity (indoor): \_\_\_\_\_ Current Capacity (outdoor): \_\_\_\_\_

Proposed Capacity (indoor): \_\_\_\_\_ Proposed Capacity (outdoor): \_\_\_\_\_

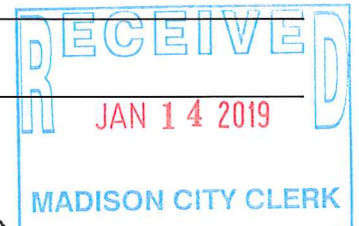
*If your capacity is increasing, contact Building Inspection: (608) 266-4551, [binspection@cityofmadison.com](mailto:binspection@cityofmadison.com)*

Description of Proposed Changes: \_\_\_\_\_  
Request change of premises description to include designated stalls in parking lot for online grocery pick-up.

Detailed Floor Plans included (required)

[Signature]  
Authorized Signature

01/08/2019  
Date



- Orange sign and business card issued
  - "License Renewals & Changes" brochure with next steps issued
- Office Use Only

January 8, 2019

City of Madison  
City Clerk's Office  
210 Martin Luther King Jr. Blvd  
Room 103, City-County Building  
Madison, WI 53703

Re: Festival Foods -810 East Washington Avenue  
Change of Premises for Alcohol Beverage License

Dear Madison City Council

Festival Foods is launching an online grocery pickup service in select stores in Wisconsin. Customers using this service will be able to place an order online and provide a credit card to hold the order. The customer will then come to the local Festival store to complete the payment and pick up the order.

Festival Foods is seeking to amend the premises description on its current license to include the pickup location as follows:

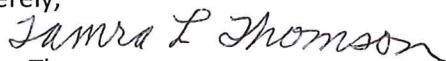
50,000 sq ft. store, sales in wine & spirits department along with the west side of the building with separate storage for wine and spirits, including designated stalls in parking lot for online grocery pickup. On-premises sales to be on the mezzanine with indoor and outdoor seating as well as a bar area.

We have attached a site map and floor plan for the store showing the location of the dedicated parking spaces. We have also included a copy of our Click N Go Procedure.

We are aware that this change will require approval and request that this proposed amendment be considered at the next available meeting. Please let me know the date our request can be heard as we will have a representative present to answer any questions.

Please let me know if you have questions or require additional information.

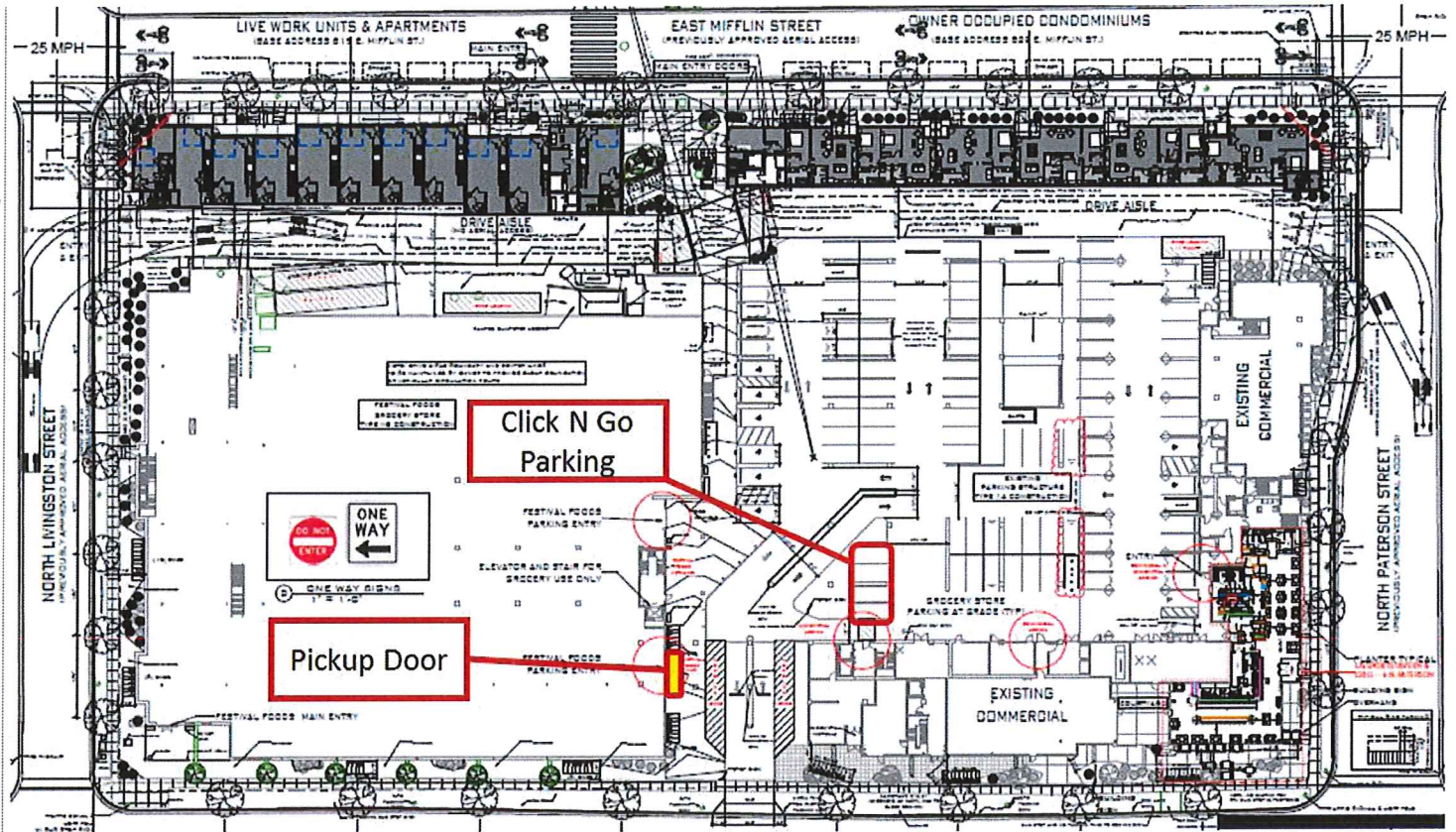
Sincerely,



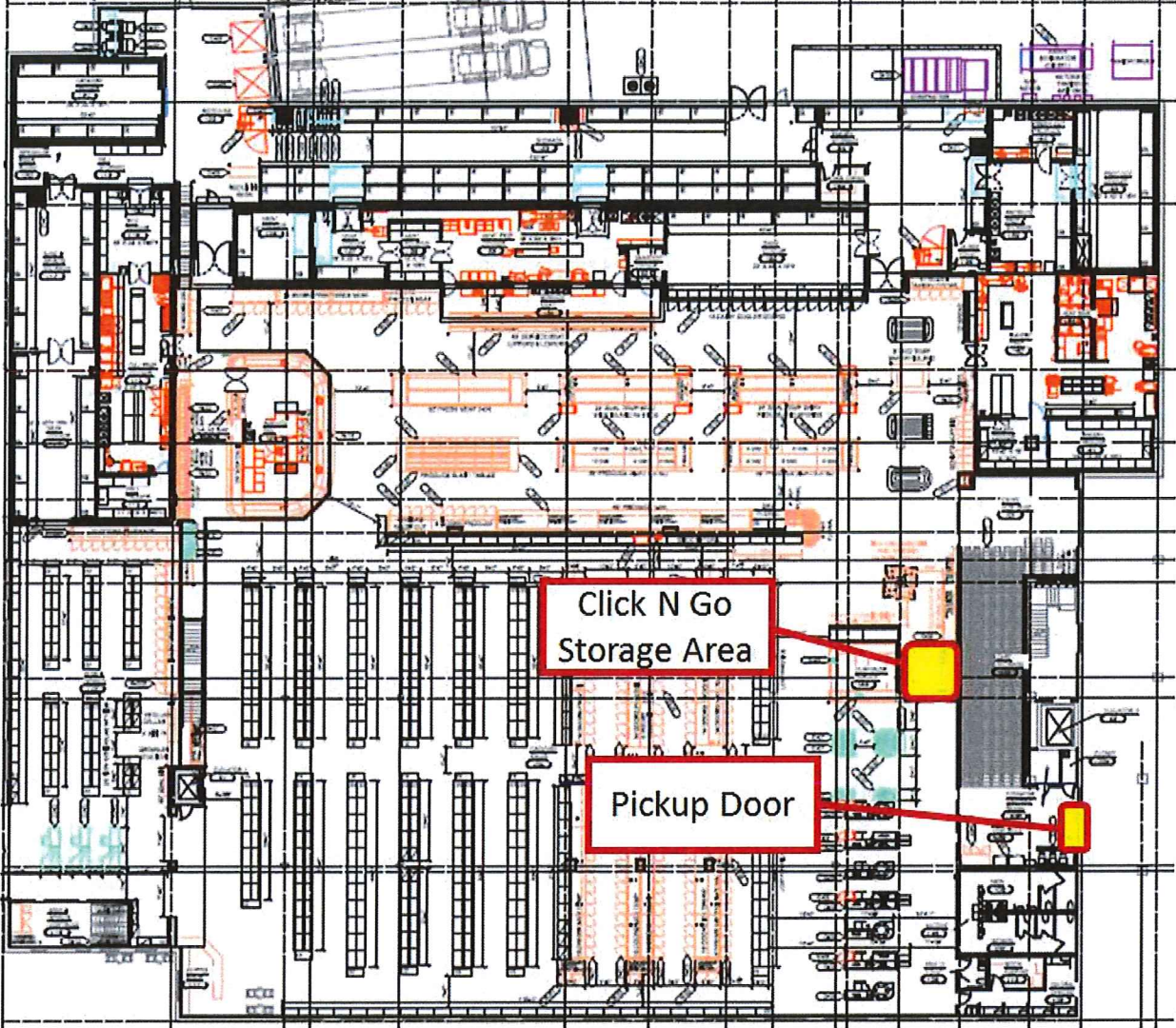
Tamra Thomson  
Staff Accountant 1  
Skogen's Festival Foods  
3800 Emerald Drive East  
Onalaska, WI 54650  
608-779-2723  
[tthomson@festfoods.com](mailto:tthomson@festfoods.com)



# Festival Foods Madison Online Shopping (Click N Go)



# Festival Foods Madison Online Shopping (Click N Go)



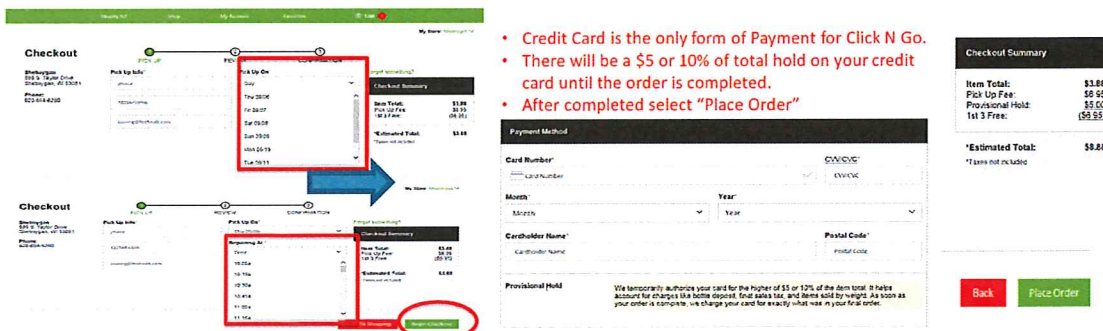
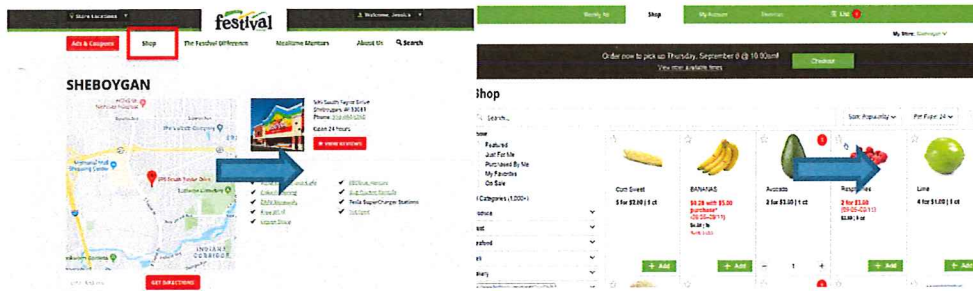
# Compliance & Ethics

## Online Grocery Pickup (Click N Go)

### Procedure Guide

#### Placing Order

- Customer visits festfoods.com and creates an account by providing applicable information such as phone #, zip code, email address, etc.
- The customer will be able to select the store of their choice from our 32 options currently in Wisconsin. Not all locations are providing this service at this time.
- Customer will be able to shop for goods at their desired location.
- Customer will be able to select a pick up timeframe no less than four (4) hours from the time of placing the order.
- No orders containing alcohol will be accepted after 3:00 p.m. for same day pick up.
- Customer completes the order by supplying their credit card information.
- Festival Foods authorizes and holds the card information, but funds are not transferred from the card.



- Credit Card is the only form of Payment for Click N Go.
- There will be a \$5 or 10% of total hold on your credit card until the order is completed.
- After completed select "Place Order"

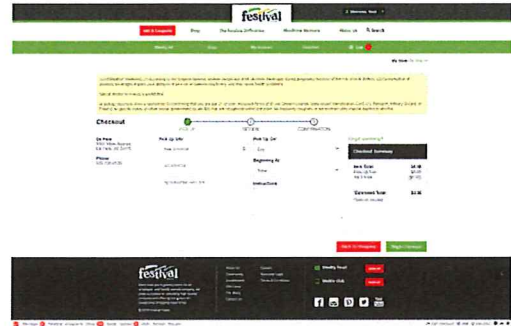


- Where allowed by state and local law, customers can include alcoholic beverage products in their online grocery order through festfoods.com
- Orders containing alcohol will be flagged with notification explaining the restrictions around purchasing this product.
- The following verbiage will be included on all orders during checkout.

**GOVERNMENT WARNING:** (1) According to the Surgeon General, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects. (2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems.

Sale of alcohol to minors is prohibited.

At pickup, you must show a valid photo ID confirming that you are age 21 or over. Accepted forms of ID are: Driver's License, State-issued Identification Card, U.S. Passport, Military ID Card, or Tribal ID in specific states, or other similar government issued ID's that are recognized within the state. No discounts, coupons, or tax-exempt sales may be applied to alcohol.



### Picking/Staging

- On the day a customer is scheduled to pick up an order, a Festival Foods associate, identified as an "Online Shopper", will "shop" for the customer order in the store.
- All shopping is completed on the pickup day to ensure the customer receives the freshest products.
- If a customer's order contains alcohol product, it will be flagged with a "Check ID" sign prompting the Online Shopper to ask for and verify a valid form of identification from the guest at the time of pickup.



- This sign will enable our online shoppers to clearly identify items subject to additional regulatory restrictions.
- All picked orders are kept in a secure backroom staging area, not open to the public, where only Festival Foods employees are permitted to enter.



### Customer Pickup: Order Review

- When the customer arrives they will park in a clearly defined parking stall under video surveillance (video kept 30 days) within 150 ft. of the pickup door. They will then notify our online shopper of their arrival by calling or texting their name to our online shopper's cell phone.
- Online Grocery Pickup (Click N Go) is currently offered between the hours of 10:00 a.m. – 7:00 p.m., seven (7) days a week (except holidays or other store closures).
- If alcohol is not allowed to be sold at the time of dispense, the item will be removed from the transaction and the physical product will be removed from the cart before completing the transaction.
- Online shoppers must meet age requirements and possess any required licenses within the regulatory jurisdiction to be allowed to handle and/or dispense orders with alcoholic beverage products.
- Sale will only to be made by licensed operator.
- Licensed operator verifies the person placing the order is the same person picking the order up.
- Licensed operator verifies the age of the customer through a visual inspection of their ID as well as by scanning the ID using the "Bar & Club Stats ID Scanner" application.
- If the customer picking up the order containing alcoholic beverages is intoxicated, a manager will be called to the pick-up location to determine the sobriety for purposes of approving or denying the sale. If the customer is deemed to be intoxicated the item will be removed from the transaction and the physical product will be removed from the cart.
- If the customer is under 21 and/or cannot provide a valid ID, the alcohol beverage products will be removed from the transaction and the physical product will be removed from the cart.
- If over 21, the customer's order will be charged accordingly and the item will be placed into the customer's vehicle by our online shopper.

### Customer Pickup: Dispensing

- Once the customer and online shopper have:
  - Reviewed any substituted items, fragile items, and out of stock items
  - Removed any rejected products that the customer no longer wants
  - Verified the customer's age and identification if the order contained any age restricted items (and if necessary, removed age restricted items)
- The customer is then charged for the items and the customer's account is charged with the final order amount (after removing the cost of any products removed from the order)
- The online shopper places the final order into the customer's vehicle, and the transaction is considered complete.





**City of Madison**  
**Class B Combination**  
**License No. LICLIB-2017-00239**



**SKOGEN'S FOODLINER, INC.**  
**FESTIVAL FOODS**  
**LIQUOR/BEER AGENT: KEVIN SCHNELL**  
**810 E WASHINGTON AVE**  
**MADISON, WI 53703**

Expiration Date 06/30/2019  
 Date Issued 10/11/2017

  
 \_\_\_\_\_ Mayor  
  
 \_\_\_\_\_ City Clerk

PURSUANT TO SECTION 38 OF THE MADISON GENERAL ORDINANCES AND CHAPTER 125 OF THE WISCONSIN STATE STATUTES.

Premises: 50,000 sq. ft. store, sales in wine & spirits department along the west side of the building with separate storage for wine & spirits. On-premises sales to be on the mezzanine with indoor and outdoor seating as well as a bar area.

Common Council granted 5-2-2017, and renewal granted on 6.5.18 with conditions:

1. The establishment shall not sell, dispense or give away fermented malt beverages in the original container in amounts less than the amount contained in a six pack of 12 ounce bottles or cans. This is only applicable to fermented malt beverages which fall into the following categories of brands: Domestic Premium, Domestic Sub-Premium (which includes Value and Economy brands), Malt Liquor & similarly situated imported brands.
2. Flavored malt beverages containing up to 6% alcohol by volume may not be sold, dispensed or given away in the original container in amounts less than a four pack of 12 ounce bottles or cans. Flavored malt beverages containing over 6% alcohol by volume may not be sold, dispensed or given away in the original container in amounts less than a six pack of 12 ounce bottles or cans.
3. The establishment shall not sell, dispense or give away intoxicating liquor in the original container in amounts of two hundred (200) milliliters or less in volume. 'Intoxicating liquor' shall not include wine in the original container with an alcohol content of 15% or less by volume.
4. The establishment shall not sell, dispense or give away flavored fortified wines in the original container with an alcohol content of more than 12.5% alcohol by volume, where





**City of Madison  
Class B Combination  
License No. LICLIB-2017-00239**



**SKOGEN'S FOODLINER, INC.  
FESTIVAL FOODS  
LIQUOR/BEER AGENT: KEVIN SCHNELL  
810 E WASHINGTON AVE  
MADISON, WI 53703**

Expiration Date 06/30/2019  
Date Issued 10/11/2017

  
 \_\_\_\_\_ Mayor

  
 \_\_\_\_\_ City Clerk

PURSUANT TO SECTION 38 OF THE MADISON GENERAL ORDINANCES AND CHAPTER 125 OF THE WISCONSIN STATE STATUTES.

spirits have been added to the wine that have not been produced from the same fruit as the wine, for consumption off the licensed premises. This prohibition shall not apply to any other wine product as defined by Wisconsin State Statute §125.02(22).

Expiration Date 06/30/2019

**Not Transferable. Post entire license in a conspicuous place.**