

Business Plan

Kwik Trip, Inc. DBA
Kwik Trip 1513
3401 University Ave.
Madison, WI
Opening: December 2020

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 28,000 employees who work throughout Wisconsin, Minnesota and Iowa.

Kwik Trip, Inc. is in the process of purchasing the Stop-N-Go #242 convenience store. The store will be reimaged as a Kwik Trip convenience store. Approximately 30 to 35 coworkers will be employed at this retail store with between two to eight on staff at any given time. Positions will include a store manager, assistant managers, shift leaders, full time and part time employees who perform retail cashier, stocking, cleaning and food preparation job duties.

The hours of operation of the store are to be 24 hours per day. The products sold in the store will be typical convenience store items including prepared foods, grocery foods, dairy items, hot and cold beverages, bakery, fresh fruits and vegetables, snacks, sundry items, tobacco products and off-sale alcohol. There will be a small seating area available for short-term use by customers to visit and consume their food purchases.

The target market for the convenience store will be residential and business neighbors as well as those traveling through the area. The store will have a surveillance system to ensure the safety of our customers and employees.

Kwik Trip is applying for a beer and liquor license with the restriction of no hard liquor products. Kwik Trip has a point-of-sale system that ensures that 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 will be performing cashier duties will also complete the State-approved Responsible Beverage Operator training and obtain a City of Madison 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.



Alcohol, CBD and Tobacco/Nicotine 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, CBD and tobacco (including electronic cigarettes/liquid nicotine 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 coworker accept the "OK" or approval by another coworker as a substitution for proper identification. The Coworker scanning the product must be the person checking the ID or approving the "Exception".

Kwik Trip's Minimum Age Requirements to Purchase Restricted Products:

- **CBD** – 21+ years of age
- **Tobacco (electronic cigarettes/liquid nicotine products)** – 21+ years of age
- **Alcohol** – 21+ years of age

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 or online/electronic renewal "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, CBD, tobacco, electronic cigarette/liquid nicotine 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/CBD – 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, CBD, tobacco, electronic cigarette, and/or liquid nicotine 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 coworker to knowingly sell age restricted products to guests not of legal age AND for a coworker 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, tobacco, electronic cigarette, or liquid nicotine 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 coworker fails any type of ID check prior to having completed the Alcohol and Tobacco/Nicotine 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 coworkers.
- 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 coworker 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 coworkers.