

February 29, 2016

Dear Alder Baldeh,

Loeder Oil Co., d.b.a. American Center BP 5551 Eastpark Blvd., is requesting the removal of condition #1 of the Class A beer license. Therefore, allowing the sale of single serve take home beverages. Loeder Oil Co. has owned and operated the American Center BP since 2001 when the license was first issued. In the original issuing of the license, the ALRC board told Loeder Oil Co. there were concerns in downtown Madison regarding single serve beverages and wanted to limit availability. Since 2001, single serve beer packaging has changed from 40 oz. bottles to a greater range of sizes, types (microbrews, import, domestic), and price points. The single serve can has become a popular and important part of the beer category. The ALRC did not put this condition on the recently issued Class A beer licenses for Kwik Trip on Monroe St. near the UW campus and the Kwik Trip on American Parkway. The Kwik Trip on American Parkway is a direct competitor of the American Center BP. Having condition #1 remain on the Class A beer license puts the American Center BP at a competitive disadvantage. Loeder Oil Co. is under the impression that Open Pantry on Regent St also requested to have condition #1 removed from their Class A beer license and the request was granted.

At this time Loeder Oil Co., is also requesting a Class A liquor license for wine and cider only at the American Center BP. Again this is to eliminate the competitive disadvantage due to the Class A liquor license issued to Kwik Trip on American Parkway, a direct competitor.

Your consideration is appreciated as our local, family owned business strives to better serve our customers.

Sincerely,

Daniel Loeder

Owner, Loeder Oil Co.