



City of Madison Liquor/Beer License Application

On-Premises Consumption: Class B Beer Class B Liquor Class C Wine
Off-Premises Consumption: Class A Beer Class A Liquor

Section A – Applicant

1. If needed, a qualified interpreter can be provided at no charge to you. Would you like an interpreter?
 Yes (language: _____)
 No (If you answer no and you do require an interpreter, the ALRC will refer your application to a subsequent meeting and this may delay your application process)

Si usted requiere o necesita un/a intérprete, nosotros podemos proveer un/a intérprete sin costo alguno. ¿Le gustaría tener un/a intérprete?

- Sí, lenguaje _____
 No. Si usted escoge "no" en la solicitud/aplicación, y usted sí requiere un/a intérprete, el comité remitirá su solicitud para una nueva junta y esto puede atrasar el proceso de su solicitud.

2. This application is for the license period ending June 30, 20 16.
3. List the name of your Sole Proprietor, Partnership, Corporation/Nonprofit Organization or Limited Liability Company exactly as it appears on your State Seller's Permit.

Kwik Trip, Inc.

4. Trade Name (doing business as) Kwik Trip 187

5. Address to be licensed 4825 American Pkwy., Madison, WI 53718

6. Mailing address P.O. Box 2107, La Crosse, WI 54602

7. Anticipated opening date 12/17/2015

8. Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 2?

No Yes (explain) _____

9. Does another alcohol beverage licensee or wholesale permittee have interest in this business?

No Yes (explain) _____

Section B—Premises

10. Describe in words the building or buildings where alcohol beverages are to be sold and stored. Include all rooms including living quarters, if used, and any outdoor seating used for the sales, service, and/or storage of alcohol beverages and records. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.

One-story frame construction with storage in walk-in beer cooler,
on sales floor and behind sales counter.

24. Is applicant a subsidiary of any other corporation or LLC?
 No Yes (explain) _____
25. Does the corporation, any officer, any director, any stockholder, liquor agent, LLC, any member, or any manager hold any interest in any other alcohol beverage license or permit in Wisconsin?
 No Yes (explain) Please see enclosed list.

Section D—Business Plan

26. What type of establishment is contemplated?
 Tavern Nightclub Restaurant Liquor Store Grocery Store
 Convenience Store without gas pumps Convenience Store with gas pumps
 Other _____
27. Business description Retail convenience store. Items sold will consist of ready-to-eat foods, grocery, frozen, bakery, dairy, beverages (coffee, tea, soda, beer, wine, hard cider, liquor. Also sold will be sundry items.
28. Hours of operation 24 hours per day, 7 days per week.
29. Describe your management experience Emily Aplin has worked for Kwik Trip since 5/24/13. She initially held an assistant manager position, she accepted a manager position 6/20/14.
30. List names of managers below, along with city and state of residence.
Emily Aplin Lodi, WI
Assistant managers and shift leaders will be appointed to the store closer to the opening date.
31. Describe staffing levels and staff duties at the proposed establishment Anticipate the store will employ 20 employees. Job duties will include food prep, cashiers, stock crew, cleaning and a leadership team.
32. Describe your employee training Online Learn2Serve training program. Coworkers also complete Kwik Trip's computer-based alcohol and tobacco training course.

11. Attach a floor plan, no larger than 8 ½ by 14, showing the space described above.
12. Applicants for on-premises consumption: list estimated capacity N/A

13. Describe existing parking and how parking lot is to be monitored.

Convenience store is surrounded by 30 parking spaces (2 handicapped). Area is monitored by employees as well as surveillance cameras 24 hours per day. The parking area is illuminated from dusk to dawn.

14. Was this premises licensed for the sale of liquor or beer during the past license year?
 No Yes, license issued to _____ (name of licensee)
15. Attach copy of ~~lease~~: DEED.

Section C—Corporate Information

This section applies to corporations, nonprofit organizations, and Limited Liability Companies only. Sole proprietorships and partnerships, skip to Section D.

16. Name of liquor license agent Emily A. Apilin
17. City, state in which agent resides Lodi, WI
18. How long has the agent continuously resided in the State of Wisconsin? Her entire life.
19. Appointment of agent form and background check form are attached.
20. Has the liquor license agent completed the responsible beverage server training course?
 No, but will complete prior to ALRC meeting Yes, date completed 5/28/13, has held an Operator Permit or Agent
21. State and date of registration of corporation, nonprofit organization, or LLC. status since that point.
Wisconsin, 10/7/1964

22. In the table below list the directors of your corporation or the members of your LLC.
 Attach background check forms for each director/member.

Title	Name	City and State of Residence
President	Donald P. Zietlow	Onalaska, WI
Secretary	Steven D. Zietlow	La Crosse, WI

23. Registered agent for your corporation or LLC. This is your agent for service of process, notice or demand required or permitted by law to be served on the corporation. This is not necessarily the same as your liquor agent.
Thomas E. Reinhart

33. Utilizing your market research, describe your target market.

Consumers of all ages from the neighboring community as well as those traveling through the area.

34. Describe how you plan to advertise and promote your business. What products will you be advertising?

Local newspaper and direct mail. Majority of items will be our food products which we produce - milk, bread, dairy, bakery, pizza, sandwiches, etc. We will promote certain produce, grocery and beverage items also.

35. Are you operating under a lease or franchise agreement? No Yes

36. Private organizations (clubs): Do your membership policies contain any requirement of "invidious" (likely to give offense) discrimination in regard to race, creed, color, or national origin?

No Yes N/A

Section E—Consumption on Premises N/A

This section applies to Class B and Class C applicants only. Class A license applicants (consumption off premises) may skip to Section F.

37. Do you plan to have live entertainment? No Yes—what kind? _____

38. What age range do you hope to attract to your establishment? _____

39. What type of food will you be serving, if any? _____

Breakfast Brunch Lunch Dinner

40. Submit a sample menu if applicable. What will be included on your operational menu?

Appetizers Salads Soups Sandwiches Entrees Desserts
 Pizza Full Dinners

41. During what hours of operation do you plan to serve food? _____

42. What hours, if any, will food service not be available? _____

43. Indicate any other product/service offered. _____

44. Will your establishment have a kitchen manager? No Yes

45. Will you have a kitchen support staff? No Yes

46. How many wait staff do you anticipate will be employed at your establishment? _____

During what hours do you anticipate they will be on duty? _____

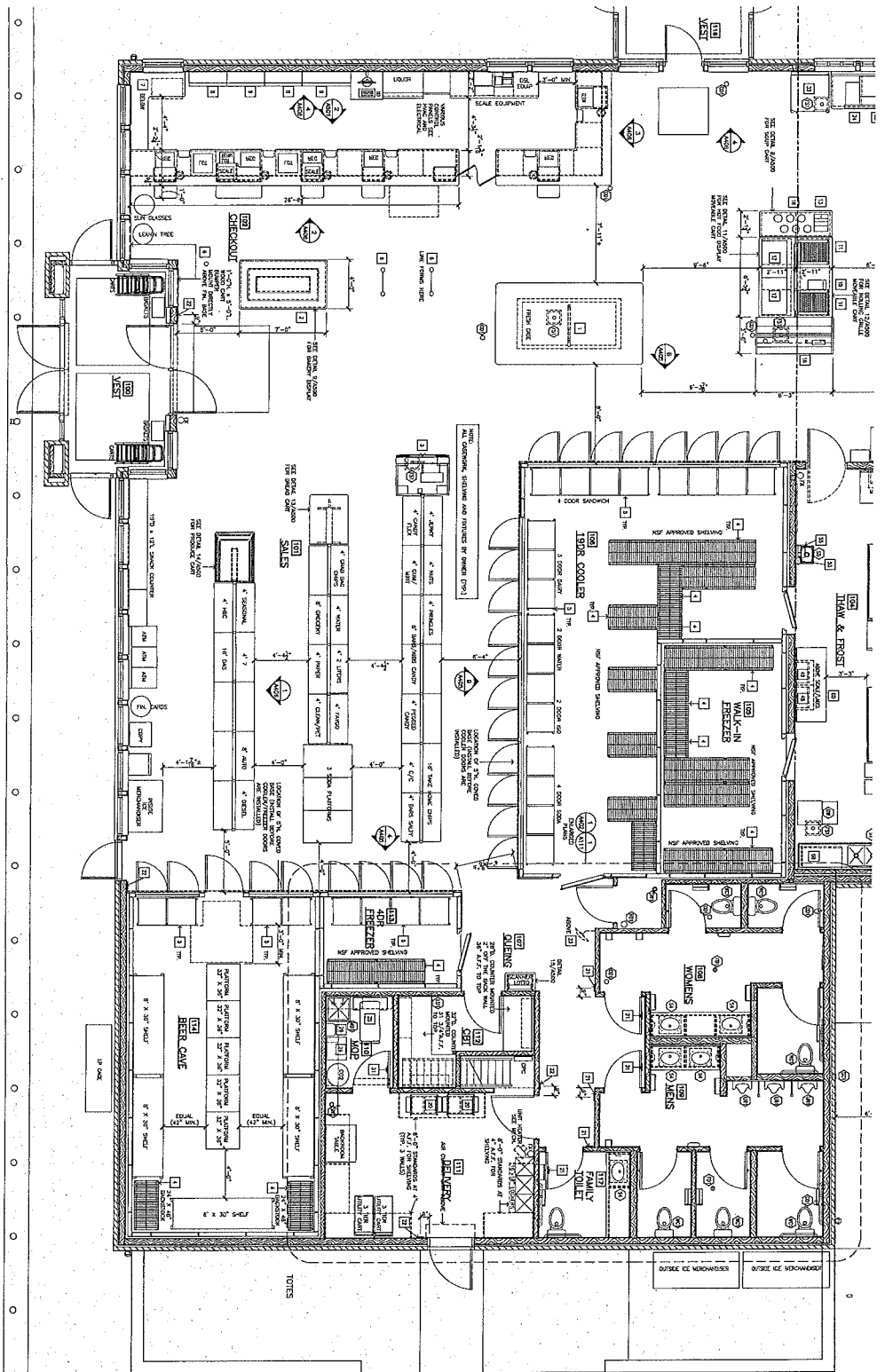
47. Do you plan to have hosts or hostesses seating customers? No Yes

48. Do your plans call for a full-service bar? No Yes
 If yes, how many barstools do you anticipate having at your bar? _____
 How many bartenders do you anticipate having work at one time on a busy night? _____
49. Will there be a kitchen facility separate from the bar? No Yes
50. Will there be a separate and specific area for eating only?
 No Yes, capacity of that area _____
51. What type of cooking equipment will you have?
 Stove Oven Fryers Grill Microwave
52. Will you have a walk-in cooler and/or freezer dedicated solely to the storage of food products?
 No Yes
53. What percentage of payroll do you anticipate devoting to food operation salaries? _____
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? _____
 What percentage of your advertising budget do you anticipate will be drink related? _____
55. Are you currently, or do you plan to become, a member of the Madison—Dane County Tavern League or the Tavern League of Wisconsin? No Yes
56. Are you currently, or do you plan to become, a member of the Wisconsin Restaurant Association or the National Restaurant Association? No Yes
57. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. New establishments estimate percentages:
 _____ % Alcohol _____ % Food _____ % Other
58. Do you have written records to document the percentages shown? No Yes
 You may be required to submit documentation verifying the percentages you've indicated.

Section F—Required Contacts and Filings

59. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted. No Yes
60. I understand that I am required to host an information session at least one week before the ALRC meeting. No Yes
61. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session. No Yes
62. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting. No Yes
63. I agree to contact the Alcohol Policy Coordinator prior to the ALRC meeting. No Yes
64. I agree to contact the neighborhood association representative prior to the ALRC meeting.
 No Yes

EQUIPMENT FLOOR PLAN - SECTION A
1/2" = 1'-0"



EQUIPMENT/ANNUAL AIR SPACE NOTES

1. DOOR TO BE CLOSED DURING FIRE PROTECT.
2. EQUIPMENT TO BE MAINTAINED AT ALL TIMES.
3. ALL EQUIPMENT TO BE MAINTAINED AT ALL TIMES.
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SECTION A

NO.	DESCRIPTION	DATE
1	REVISION	
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PROJECT TITLE:
401 Piedmont Parkway
Madison, WI 53718

PROJECT NO:
1081.96

DRAWING DATE:
04/08/15

DRAWN BY:
ams

SET TYPE:
Construction Documents

REVISIONS:

NO. DATE

SHEET TITLE:
Equipment Floor Plan
Section A

SHEET NO.:
A120A

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La Crosse, WI 54601
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Kwik Trip STORES

PROJECT TITLE:
Store #187