



Change of Premises

LICPCH-2019-00147

(Number)

(scanned)

(Leg file number)

(Processing step)



City of Madison Clerk
210 MLK Jr Blvd, Room 103
Madison, WI 53703
licensing@cityofmadison.com
608-266-4601

(initials)

This application modifies existing alcohol license number: LICLIA-2015-00239

- Class A Beer
- Class B Beer
- Class A Liquor
- Class B Liquor
- Class C Wine

Aldermanic District: 7 Alder Name: Steve King Police Sector: West

Corporate Information

Business Legal Name: Ultimate Mart, LLC
PO Box 305103
Business Address: Nashville, TN 37230

Corporate Contact Name & Position: _____
Tammy Koch
Administrative Assistant
414-231-5978
Phone & Email: tammy.koch@roundys.com

Licensed Premise Information

Business dba Name: Pick 'n Save #131
Licensed Address: 6655 McKee Rd.

Business Contact Name & Position: _____
Crystal Gulseth
Store Director
608-410-7050
Phone & Email: crystal.gulseth@roundys.com

Liquor Beer Agent Name: Crystal Gulseth % Alcohol: 9 % Food: 83

Current Capacity (indoor): _____

Current Capacity (outdoor): _____

Proposed Capacity (indoor): Same

Proposed Capacity (outdoor): Same

Description of Proposed Changes: Addition of exterior parking stalls utilized for online grocery pick-up service

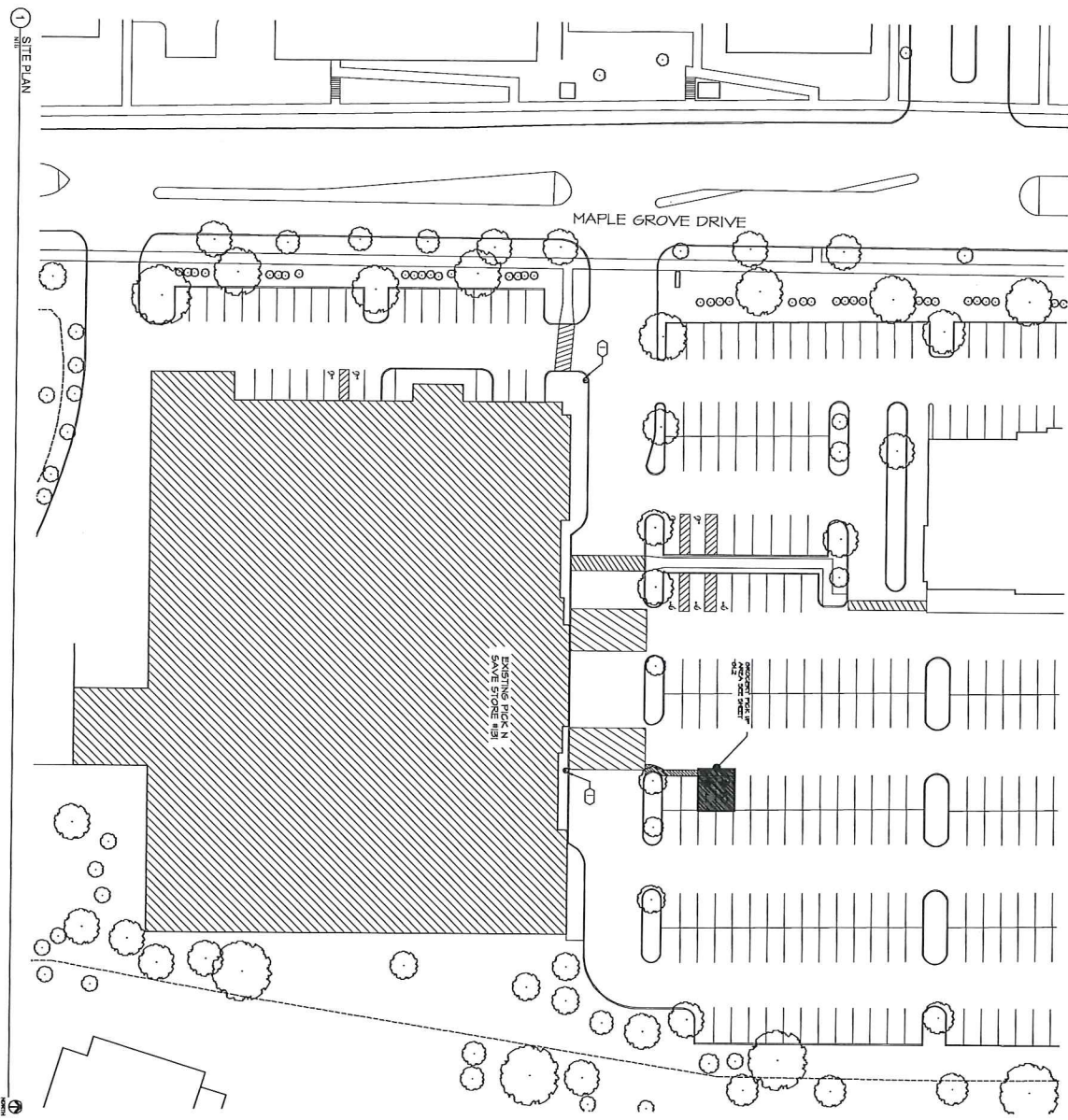
Detailed Floor Plans included (required) - No change to interior floor plan; Site plan included for parking stalls

Orange sign and "License Renewals & Changes" brochure issued - Mail to: Roundy's Supermarkets, Inc.
PO Box 473, MS-2050
Milwaukee, WI 53201

X Ann Fedder
Applicant signature

Ann Fedder
VP of Ultimate Mart, LLC

Date: 2/8/19

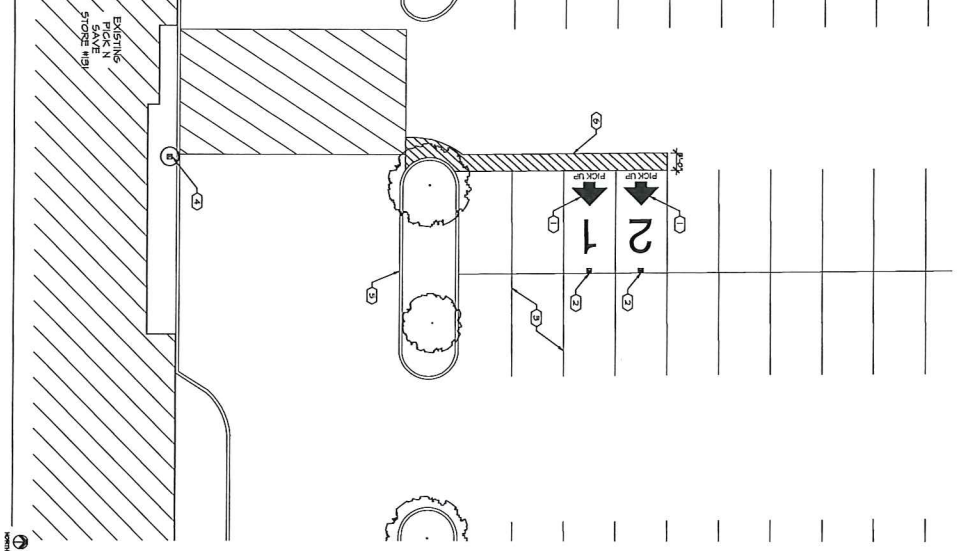


1 SITE PLAN

- PARTIAL SITE PLAN GENERAL NOTES:**
- A. ALL CONSTRUCTION SHALL BE IN ACCORDANCE WITH ALL GOVERNING ORDINANCES AND REGULATIONS.
 - B. ALL CONSTRUCTION SHALL BE IN ACCORDANCE WITH ALL GOVERNING ORDINANCES AND REGULATIONS.
 - C. ALL UTILITIES TO BE LOCATED IN ACCORDANCE WITH ALL GOVERNING ORDINANCES AND REGULATIONS.
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- KEY NOTES**
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<p>G1.1</p>	<p>GROcery PICK UP SITE PLAN PICK N SAVE 131 6655 MCKEE ROAD MADISON, WI 53719</p>	 <p>ROUNDY'S ROUNDY'S SUPERMARKETS, INC. DUNSON - THE KROGER CO. 675 EAST WISCONSIN MILWAUKEE, WI 53212</p>	 <p>325 W. FRANK AVENUE HOFFMAN ESTATES, IL 60142 OFFICE: 630-509-5000 FAX: 630-509-5001</p>	
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1 PARTIAL SITE PLAN



EXISTING DRIVE SLOPE HIGH

1 GROCERY PICK UP DIRECTIONAL SIGN

2 GROCERY PICK UP DIRECTIONAL SIGN

3 PICK UP

4 PICK UP

NOTES:

- EXISTING DRIVE SLOPE HIGH
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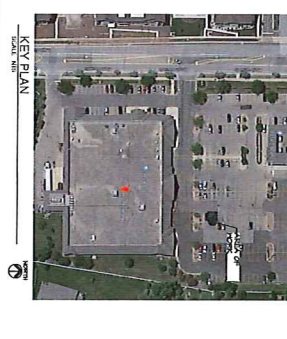
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3 PICK UP

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Clicklist Operation Plan

Clicklist hours of operation are between 8am and 8pm. The Clicklist procedure is started when a customer places an order online. If the order contains alcohol then an associate who is over 18 years of age picks the groceries from the shelves. The order is marked as having alcohol and placed in the staging area. The order is run through the register in order to create an itemized receipt and then the order is suspended prior to payment. Orders placed after 2pm cannot be picked up until the following day, and there is a four hour waiting period between order time and pick-up time.

When the customer comes to pick up the groceries they park in designated parking spots and call the phone number on the parking stall sign. For an order that contains alcohol, an associate who is over 18 years old and a licensed operator brings the order to the car. The associate checks a valid ID to verify the customer is of legal age to purchase alcohol, and verifies that the person who places the order is the person who is picking up it up. If the customer is not the driver of the vehicle the associate will verify the driver of the vehicle is 21 years old. The associate then writes the birthdate of the customer on the order summary form along with the license plate information.

Once the name and age is verified the associate loads the groceries into the car. The customer leaves and the associate goes back to the store to finish the transaction. The order summary form is filed onsite and kept for 30 days.

The associate will notify their manager of any customer who shows signs of alcohol consumption and they along with their manager will assess the sobriety of a customer before approving or denying the sale. It is important to note that all procedures for the sale of alcohol that are in place within the store are also in place for the Clicklist operation.