

From: [David Ring](#)
To: [All Alders](#)
Subject: Liquor License for Stop-N-Go Store #1515 at 2002 Winnebago Street, Madison, WI; City Council Item # 62957, Agenda Item #55 for February 2, 2021 Madison City Council Meeting
Date: Tuesday, February 02, 2021 6:11:54 PM
Attachments: [RE Liquor License for Stop-N-Go Store #1515 - 2002 Winnebago Street Madison WI Schenk-Atwood-Starkweather-Yahara Neighborhood Association .msg](#)
[Kwik Trip Donation 2020 Letter.docx](#)
[2020.msg](#)

Caution: This email was sent from an external source. Avoid unknown links and attachments.

February 2, 2021

Dear Madison City Council Alders:

Thank you for the motion to reconsider that you approved to afford Stop-N-Go/Kwik Trip an opportunity to speak at the public hearing tonight about our liquor license application for Store 1515 located at 2002 Winnebago Street in Madison. We ask for your support of our liquor license application based on the rationale and reasons outlined below for your review and consideration:

- Our liquor license application meets all of the standards and requirements necessary for approval, which was reflected in the 7-0 vote on December 16, 2020 by the Alcohol License Review Committee (ALRC) to approve our liquor license application.
- A liquor license is indeed a privilege and not a right, and our company's policies and co-workers' training related to age-restricted products like alcohol and tobacco reflect the respect and responsibility we assume by holding a liquor and/or tobacco license.
- This store is applying for Class A Beer and Class A Cider licenses which will allow us to only sell beer and cider/seltzers, not wine or spirits/hard liquor, which are the exact same products that were sold by the previous owners of Stop-N-Go. In short, we are applying for a liquor license to sell the same alcohol products, at the same store location, with the same store name that has existed in the SASY neighborhood for over 30 years! This is not a new store moving into the area, only different owners, who have an established presence in the city of Madison and a strong track record of performance and compliance with respect to liquor and tobacco regulations along with a documented history of investing in the communities we serve. And to our knowledge, there have not been any issues or problems with police service calls to this store.
- The issue and concern about alcohol density and the "health, safety, and welfare" of the neighborhood have been raised but not documented. Our Class A license application is for off-premises consumption. Our ownership of the store is the only thing that is changing and none of these concerns were ever raised in the past 30+ years the store operated under the previous ownership group. In fact, we are improving the health of the neighborhood through our healthier food options and cleaner store. We have improved the safety of the neighborhood by installing 18 new security cameras – 14 new interior security cameras and 4 new exterior cameras – bringing the total number of security cameras to 29. We have also helped improve the welfare of the neighborhood by offering convenient take home meals, a fresh meat case, daily delivery of fresh products like bread, butter, eggs, milk, salads, and sandwiches, no fee ATM, and free air compressor service to make sure our customers tires on

their vehicles and bicycles are properly and safely inflated. And we will be contributing to the Red Caboose and affordable project that will benefit the neighborhood, the city of Madison, Stop-N-Go, and workforce development.

- Kwik Trip announced in the media on July 29, 2020 that we were acquiring the Stop-N-Go chain of stores, but we did not officially complete the purchase of the company and transfer of ownership until December 2, 2020 due to the required due diligence required with any business transaction.
- Attached are two e-mails dated November 2, 2020 and November 12, 2020 sent to the SASY neighborhood reflecting our interest in working with their neighborhood association. I never received a response back until several weeks later, which is fine. I reference these e-mails to document that we did in fact reach out and communicate with the SASY neighborhood association to demonstrate our interest in being good neighbors and a good corporate citizen which we have been accused of not being by some individuals in the neighborhood.
- We are also accused of not being a local company. Our corporate support center, production, and distribution facilities are located 2 hours away in La Crosse, we have a large presence in Madison, and our store leader lives in the SASY neighborhood. We have and continue to invest heavily in Madison. Furthermore, we are the only company in the United States that annually gives back 40% of its pre-tax profits to our part-time and full-time co-workers in the form of profit sharing, which has been equivalent to 13%-15% of our co-workers annual wages/salaries. In short, we care about our co-workers and back it up through our actions.
- We also care about the communities and neighborhoods we are fortunate to serve and invest/donate monies where we can. In Madison, we have been involved and supportive of the Second Harvest Foodbank (see attached letter) donating over \$18,000 in funds and over 480,000 pounds of food in 2020 which helped provide over 400,000 meals. Since our partnership with Second Harvest started in 2013, Kwik Trip has donated over 2.35 million pounds of food! In addition, over the past two years we have raised over \$26,000 for the Boys and Girls Club of Dane County. Kwik Trip is also a strong supporter and sponsor of the Madison Public Library Foundation (see attached e-mail) where we donated over 50,000 bags which “launched curbside service at all nine libraries” ... and helped deliver “contactless books and movies to Madison residents.” We completed our annual Salvation Army donation campaign in December which also raises money for The Salvation Army office in Madison. Finally, in February 2019, we formed a partnership with Dane County to help transform methane gas from the county landfill into a renewable compressed natural gas that fuels vehicles and is better for the environment; see attached link → https://www.hngnews.com/deforest_times/news/article_672a41f6-83a6-54bd-a43b-cdb3ba4e73db.html
- With respect to the termination and removal of the full-service post office, that was staffed by store employees, not the post office, and the vacation of the tenant in the laundromat adjacent to our store, former owner Andy Bowman and his management team initiated the decision to move the post office and laundromat out of their leased spaces at least a year before we took ownership of the company and store. The reason driving this decision was a need for additional space to expand the store and its product offerings. Mr. Bowman will be speaking about this matter at the public hearing tonight.
- Regarding the post office, we did have conversations with the postal service about placing a self-service kiosk in our store that would not consume much floor space but were informed

that those kiosks are proprietary to conventional post office locations. We have been working with the Madison Postmaster's office and are two weeks away from potentially having a mailbox placed outside this store to replace a portion of the convenience neighbors lost when the post office was removed from the store. Our store also sells stamps for the convenience of our guests. I also spoke with Katie Lieske, retail district manager for US Post Office, to help identify businesses in the immediate area of our store that would be interested in housing the post office. Requests for Proposal (RFP) are going out to local neighborhood businesses in the next 7-14 days to identify an interested party, and Stop-N-Go has identified one business in the area that might be interested in leasing space to the laundromat. We gave that business Katie Lieske's contact information.

- Regarding the vacant space laundromat space, we will be utilizing that space for future store expansion purposes.

In summary, we respectfully ask for your support of our liquor license based on the fact that we have met all of the requirements of the liquor license, as reflected in the ALRC's unanimous support of our application, and are a very well managed family-owned business that has an established and proven track record of being a responsible alcohol license holder in the city of Madison and a company who has been and will continue to be a good partner and neighbor.

Thank you for your time and consideration.

Sincerely,

Dave

David W. Ring
Community Relations Manager
Kwik Trip, Inc.
1626 Oak Street, P.O. Box 2107
La Crosse, WI 54602-2107
(608) 793-5940 (Direct)
(608) 386-5304 (Cell)
(608) 781-8988 (Corporate Support Center)
(608) 793-6311 (Fax)
[*dring@kwiktrip.com*](mailto:dring@kwiktrip.com)
[*www.kwiktrip.com*](http://www.kwiktrip.com)

Kwik Trip Inc. Mission Statement

"To serve our customers and community more effectively than anyone else by treating our customers, co-workers and suppliers as we, personally, would like to be treated and to make a difference in someone's life."

From: David Ring
To: Alder Burnell
Subject: Liquor license for Stop-N-Go Store #1115 - 2002 Winthrop Street, Madison, WI & Schenk Awood Darkweather Fabara Neighborhood Association

November 12, 2020

Dear Mr. Jenkins - Mr. Lent:

If you would like me to participate in the neighborhood association meeting tonight, please call my cell phone at (608) 752-5262. Also, please provide any member of your neighborhood association my cell phone number if they have any questions or concerns regarding our liquor license application for Stop-N-Go Store #1115 located at 2002 Winthrop Street, Madison, WI.

Thank you for your time and consideration.

Sincerely,

David

David M. Ring
Community Relations Manager
Schenk Awood
P.O. Box 2907
Madison, WI 53702
(608) 752-5262
(608) 752-5262
dring@schenkawood.com
www.schenkawood.com

To view our statement and community more effectively, please review this by meeting our statement, or eReply and support as we, personally, would like to be treated and to reply a difference in someone's life.

From: David Ring
Sent: Tuesday, November 3, 2020 3:47 PM
To: Alder Burnell, "Alders@neighborhoodassociations.com"; "Dent, Len"; "dlen.bring@gmail.com"; "SAD@neighborhood@gmail.com"; "GAS@neighborhood@gmail.com"
Subject: RE: Liquor License for Stop-N-Go Store #1115 - 2002 Winthrop Street, Madison, WI & Schenk Awood Darkweather Fabara Neighborhood Association

November 3, 2020

Dear Mr. Jenkins - Mr. Lent:

My name is David Ring, Community Relations Manager for Kwik Trip. A pleasure to meet you via e-mail. Please read the e-mail below sent earlier today to Alder Burnell seeking support of the liquor license application for Kwik Trip Store #1115 located at 2002 Winthrop Street in Madison.

We are excited to work with you and the Schenk Awood Darkweather Fabara Neighborhood Association and have an opportunity to present background information on our family owned company, which is contained in the link below. We look forward to sharing detailed information on Kwik Trip's extensive on-line and in-person training programs for age-restricted products like alcohol and tobacco, on our extensive interior and exterior camera systems at every store, and on our point of sale technology that scans all IDs at check out registers and which can track all of our alcohol-included orders in our stores.

We are applying for Class A Beer and Class A Liquor licenses for all of the locations listed below, including Store #1115 located at 2002 Winthrop Street on University Avenue. Store #1115 would like to sell beer and cider and will NOT sell "hard liquor".

Please note that "hard liquor" includes distilled spirits and hard liquor. If we are applying for hard liquor it is considered liquor. We will not be selling "hard liquor" which is prohibited from being sold in convenience stores in Madison at any of these store locations. We do sell other products like White Claw, Miller's Hard Lemonade, etc. We like to sell single serve cans of beer and hard cider as our store guests like the choice and opportunity to taste different products without having to purchase a four/6 pack. We have worked closely with the ABC on restricting the sale of single serves in other Madison stores to only products that are 25 ounces or less. The ability to sell single serves under 25 ounces can be modeled if the compliance to the police department and service staff pertaining to these stores escalate to an unreasonable level. Our two stores on Broadway Avenue in Madison have those restrictions, as do other stores, and we have not had any issues or problems. You can confirm that with Council President Cheryl Carter who we have worked with on a number of license applications and store developments.

We are a very responsible company that handles the sale of age-restricted products in a very thorough, professional, and detailed manner. In fact, we have our own "secret shopper" program that involves company co-workers, not known to retail workers, purchasing age-restricted products at our stores to ensure that retail co-workers are not selling alcohol or tobacco products to underage customers.

See information below on liquor products sold per individual store. I hope this information is helpful.

LIQUOR PRODUCTS SOLD BY STORE LOCATION - PER LIQUOR LICENSE APPLICATION

- KT #1111 - 4224 Marions Dr - Applying for Class A Beer and Class A Liquor with the restriction of no HARD LIQUOR (no would carry beer/cider/wine only).
- KT #1113 - 3403 University Ave - Applying for Class A Beer and Class A Liquor with the restriction of no HARD LIQUOR (no would carry beer/cider/wine only).
- KT #1114 - 3445 University Ave - Applying for Class A Beer and Class A Liquor (beer and cider only).
- KT #1115 - 2002 Winthrop St - Applying for Class A Beer Class A Liquor (beer and cider only).
- KT #1122 - 4202 Schroeder Rd - Applying for Class A Beer and Class A Liquor (beer and cider only).
- KT #1124 - 2734 Schroeder Rd - Applying for Class A Beer and Class A Liquor (beer and cider only).
- KT #1125 - 4225 Kildare Ln - Applying for Class A Beer and Class A Liquor with the restriction of no HARD LIQUOR (no would carry beer/cider/wine only).

<https://www.schenkawood.com/liquor-products>

We are proud to expand our footprint and investment in Madison via the Stop-N-Go acquisition and new store developments, which will generate additional tax base and jobs. We look forward to a great dialogue and exchange of information with the Schenk Awood Darkweather Fabara Neighborhood Association.

Let me know when you wish to schedule the neighborhood association meeting, and we will bring our real estate and store engineering teams to the in-person or virtual meeting so that we can answer any and all questions at the upcoming meeting.

Thank you very much for your time and consideration. I hope you and your families are doing well and staying healthy.

All the best,

David

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To view our statement and community more effectively, please review this by meeting our statement, or eReply and support as we, personally, would like to be treated and to reply a difference in someone's life.

From: David Ring
Sent: Tuesday, October 27, 2020 10:08 AM
To: Alder Burnell
Subject: RE: Liquor License for Stop-N-Go Store #1115 - 2002 Winthrop Street, Madison, WI

October 27, 2020

Dear Alder Burnell:

On behalf of our owners and co-workers, I want to thank you and the entire Madison City Council for the support you have provided Kwik Trip in our previous new store proposals, the FTO acquisition, and with various liquor licenses and permits. We appreciate the strong collaborative partnership and relationship we have been fortunate to develop with you, the Madison City Council, city staff, and city departments.

I am writing to you today to respectfully ask for your support of Kwik Trip's recently submitted liquor license application for the Stop-N-Go store located at 2002 Winthrop Street in Madison, which we acquired and will be opening in a mid-December 2020. We submitted the liquor license application for this store, located in your city council district, and the other five (5) Stop-N-Go stores we are acquiring in Madison so that we can hopefully obtain approvals from the Alcohol License Review Committee (ALRC) and Madison City Council on these liquor license prior to us closing on the purchase and reopening of this and other stores in mid-December 2020.

We are also coordinating with the appropriate representatives from the Madison Police Department and the local neighborhood associations who have jurisdiction over this store and the other five (5) Stop-N-Go stores in the city of Madison we are acquiring. We are excited to further expand our investment and footprint in the Madison market and sincerely appreciate your time and consideration.

Please contact me either by cell phone - (608) 752-5262 - or via email at dring@schenkawood.com. If you have questions or require additional information, attached below is a link to additional information on Kwik Trip that will hopefully provide you further information and insights on our family owned company.

<https://www.schenkawood.com/liquor-products>

I hope you and your family are doing well and staying healthy. Thank you again for your time and consideration of our respectful request for your support.

All the best,

David

David M. Ring
Community Relations Manager
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To view our statement and community more effectively, please review this by meeting our statement, or eReply and support as we, personally, would like to be treated and to reply a difference in someone's life.



2802 Dairy Drive • Madison, WI 53718
608-223-9121 • Fax 608-223-9840
SecondHarvestMadison.org

Our mission is to end hunger in southwestern Wisconsin through community partnerships.

February 1, 2021

Dear Kwik Trip,

Thank you for your ongoing support of Second Harvest Foodbank of Southern Wisconsin. With your help, Second Harvest was able to distribute 56% more food in 2020, compared to 2019. The need has never been greater, and we are grateful for your partnership.

In 2020, Kwik Trip donated 480,005 pounds of food, through our Fresh Rescue program, from over 100 of your store locations in our 16-county service area. This equates to 400,000 meals that we were able to provide to our neighbors in need. Since our partnership began in 2013, together we have rescued over 2.35 million pounds of food!

In addition, through various programs, grants, and campaigns in 2020, Kwik Trip was able to give financial gifts that totaled \$18,446.40. These funds will support our work, and the work of our agency partners, as one in nine people in our area face hunger at this unprecedented time.

Thank you for your continued partnership. Together, we can end hunger!

With gratitude,

Danielle Lawson
608-216-7241
DanielleL@shfbmadison.org



Fighting hunger in these counties: Adams, Columbia, Crawford, Dane, Dodge, Grant, Green, Iowa, Jefferson, Juneau, Lafayette, Monroe, Richland, Rock, Sauk, Vernon

From: [Jeffress, Jennifer](#)
To: [David Ring](#)
Subject: 2020
Date: Monday, January 25, 2021 4:09:59 PM

ATTENTION: This email originated from outside of Kwik Trip. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hi Dave,

I just wanted to send you a note of thanks for your contributions in 2020 that helped the library move through uncertain times during the pandemic. As we launched curbside service at all nine libraries, Kwik Trip assisted with donations of over 50,000 bags for delivering contactless books and movies to Madison residents. You initiated your donation in the beginning of this process and helped us get this off the ground. Thank you. We now provide over 5,000 bags per week, every week, to Madison residents, so the service has really taken root in Madison.

You have also been a donor to our events as a sponsor and by providing gift cards for our auction in prior years, so thank you for that support.

We'd be interested in talking with you about recruiting a volunteer to serve on a foundation committee and represent Kwik Trip in the Madison community. Please let me know how I can follow up on this idea with you or another member of your leadership team.

Thank you again for all of Kwik Trip's support in 2020.

Jenni Jeffress (formerly Collins)
Executive Director
Madison Public Library Foundation
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Madison, WI 53703
jjeffress@mplfoundation.org
Mobile: 917-838-9233
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