



Office of the Mayor

Paul R. Soglin, Mayor

City-County Building, Room 403
210 Martin Luther King, Jr. Boulevard
Madison, Wisconsin 53703
Phone: (608) 266-4611
Fax: (608) 267-8671
mayor@cityofmadison.com
www.cityofmadison.com

May 22, 2015

WISCONSIN CVS PHARMACY LLC
CVS/PHARMACY #4930
DANIEL P PETERSON
2 S. Bedford St.
Madison, WI 53703

Dear Mr. Peterson,

The Alcohol License Review Committee has requested separation of your liquor license renewal. This is a formal notice for you or your authorized representative to attend a special session of the Alcohol License Review Committee. The details are as follows:

Alcohol License Review Committee Special Session

Monday, June 1, 2015, 4:30pm
City-County Building, Room 201
210 Martin Luther King, Jr. Blvd.
Madison, WI 53703

The reason for the separated license renewal meeting is the committee is requesting a change of licensed conditions. The ALRC reviewed data relating to habitually alcohol law offenders and the impact on city services. The committee is requesting uniform license conditions throughout the downtown area to improve the health, safety, and welfare of the community. The request of your business is not directly related to your individual operation, but rather a policy decision by the committee.

The following are your establishment's current license conditions:

1. Sales shall be limited to beer, wine and fermented beverages only.
2. No sale of beer or fermented malt beverages in less than a six-pack of bottles or cans.
3. No sale of 40 ounce containers of fermented malt beverages.
4. Beer display area limited to one cooler accessible by no more than two doors.
5. Wine display area limited to 16' x 72" shelf area.

The Alcohol License Review Committee is requesting the following as permanent conditions:

1. Sales shall be limited to beer, wine and fermented beverages only.
2. Malt based flavored coolers may not be sold, dispensed, or given away in the original container in amounts less than a four pack of bottles or cans;
3. Shall not sell, dispense, or give away wine in the original container with an alcohol content of more than 15% alcohol by volume, where spirits have been added to the wine that have not been produced from the same fruit as the wine, for consumption off the licensed premises. This prohibition shall not apply to vermouth, port, sherry, and wine sealed with a cork and aged two or more years, and wine with 15% or less alcohol by volume where the alcohol is produced by natural fermentation.
4. Beer display area limited to one cooler accessible by no more than two doors.
5. Wine display area limited to 16' x 72" shelf area.

You are not required to appear in front of the Alcohol License Review Committee; however, it is your right to do so. If you do not contest the alteration to your liquor license, please contact me to confirm prior to the meeting on June 1. If you have any other questions or concerns, please do not hesitate to reach out.

Sincerely,

Mark Woulf
Director, Food and Alcohol Policy
Office of Mayor Paul R. Soglin
(608) 266-4611
mwoulf@cityofmadison.com