



# Liquor/Beer License Application

\_\_\_\_\_  
(Agenda Item Number)

\_\_\_\_\_  
(Legistar file number)

LICLIA-2021-00491  
(License number)

12      503  
(Alder District #)      (Police Sector)  
Office Use Only

City of Madison Clerk  
210 MLK Jr Blvd, Room 103  
Madison, WI 53703

Class A:  Beer,  Liquor,  Cider  
Class B:  Beer,  Liquor,  
 Class C Wine

[licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)  
608-266-4601

## Section A – Applicant

- 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.
- Trade Name (doing business as) Tobacco Outlet Plus 514
- Address to be licensed 1117 N. Sherman Ave., Madison, WI 53704
- Mailing address Kwik Trip Licensing Dept. PO Box 2107, La Crosse, WI 54602
- Anticipated opening date 11/10/2021
- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 1?  
 No     Yes (explain)  
\_\_\_\_\_
- Does another alcohol beverage licensee or wholesale permittee have interest in this business?  No     Yes (explain)  
\_\_\_\_\_

## Section B—Premises

- 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 receipts. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.  
One-story unit in a shopping mall (Northgate Shopping Center) with storage in walk-in cooler  
and on sales floor. Leased premise is 5,126 sq. ft.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

9. Applicants for on-premises consumption only. Estimated capacity (patrons and employees): NA  
Indoor: \_\_\_\_\_ Outdoor: \_\_\_\_\_

10. Describe existing parking and how parking lot is to be monitored.  
Shopping center has common parking area available on first-come, first-serve basis. Parking lot is monitored by employees. Kwik Trip 514 will have two exterior CCTV cameras by entrance.

11. Was this premises licensed for the sale of liquor or beer during the past license year?  
 No  Yes, license issued to \_\_\_\_\_ (name of licensee)

### Section C—Corporate Information

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

12. Name of liquor license agent Paul T. Thurston  
13. City, state in which agent resides Sun Prairie, WI  
14. How long has the agent continuously resided in the State of Wisconsin? Since 2004  
15. Has the liquor license agent completed the responsible beverage server training course?  
 No, but will complete prior to ALRC meeting  Yes, date completed 9/3/18  
16. State and date of registration of corporation, nonprofit organization, or LLC.  
Wisconsin 10/7/1964

17. 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
Treasurer	Jeffrey J. Wrobel	La Crosse, WI

18. 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

19. Is applicant a subsidiary of any other corporation or LLC?  
 No  Yes (explain) \_\_\_\_\_

20. 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) Kwik Trip, Inc. has multiple retail stores in Wisconsin with alcohol licenses doing business under the trade names Kwik Trip, Tobacco Outlet Plus, Tobacco outlet plus Grocery and Stop-N-Go

**Section D—Business Plan**

21. What type of establishment is contemplated?  
 Tavern    Nightclub    Restaurant    Liquor Store    Grocery Store  
 Convenience Store without gas pumps    Convenience Store with gas pumps  
 Other Retail tobacco shop with convenience store items.
22. 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
23. Hours of operation: please enter opening and closing times in the table below.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
8am- 6pm	8am - 9pm	8am - 9pm	8am - 9pm	8am - 9pm	8am - 9pm	8am - 9pm
<i>(Class B only) Enter below any hours when food service will not be available, if applicable</i>						
-	-	-	-	-	-	-

**Section E—Consumption on Premises** NA

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

24. Indicate any other product/service offered. \_\_\_\_\_
25. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. (Note: Non-alcoholic drinks are classified as "Food.") New establishments estimate percentages:  
 \_\_\_\_\_ % Alcohol   \_\_\_\_\_ % Food   \_\_\_\_\_ % Other

If applicable, describe "Other": \_\_\_\_\_

Do you have written records to document the percentages shown?    No    Yes  
 You may be required to submit documentation verifying the percentages indicated.

26. Do you plan to have live entertainment?    No    Yes—what kind? \_\_\_\_\_

If planned entertainment includes live music (except solo acoustic), a DJ, or a designated dance floor, please also complete an Entertainment License.

**Section F—Required Contacts and Filings**

27. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted.    No    Yes
28. I understand that I am required to host an information session at least one week before the ALRC meeting.    No    Yes
29. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session.    No    Yes

30. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting.  No  Yes
31. I agree to contact the Deputy Clerk prior to the ALRC meeting.  No  Yes
32. I agree to contact the neighborhood association representative prior to the ALRC meeting.  No  Yes
33. I intend to operate under the alcohol license within 180 days of the Common Council granting this license. The license shall be considered surrendered if not issued within 90 days of being granted.  No  Yes
34. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864]  No  Yes
35. I understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in question 1, above. [phone 608-266-2776]  No  Yes
36. Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor?  No  Yes

**Section G—Information for Clerk's Office**

37. This application is for the license period ending June 30, 20<sup>22</sup>.
38. State Seller's Permit 4 5 6 - 0 0 0 0 2 8 7 3 1 4 - 0 3
39. Federal Employer Identification Number 39-1036365

40. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?

Contact person Deanna Hafner

Business phone 608-793-6262 Business e-mail address DHafner@kwiktrip.com

Preferred language English

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.

41. Corporate attorney, if applicable: Name \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_


**NOTICE:** Completed application are due by noon of the third Monday (fourth, if the Clerk's office is closed on the third Monday) to get on the agenda for the proceeding months Alcohol License Review Committee. A completed application **must** be accompanied by the following items:

- Copy of State Seller's Permit (Not Business Tax Registration Certificate),  Appointment of Agent (if Corp/LLC),
- Member background investigation forms,  Articles of Incorporation (if Corp/LLC),  Floor Plans,
- Copy of Lease,  Business Plan, and  Sample Menu (if applying for Class B license)

If required items are missing, the application will not be considered complete and will not be accepted by the Clerk's Office until all requirements are submitted. No exceptions are made.

**Read carefully before signing:** Under penalty provided by law, the applicant states that the above information has been truthfully completed to the best of the knowledge of the signer. Signer agrees to operate the business according to law, and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. Lack of access to any portion of licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.

  
 \_\_\_\_\_  
 (Officer of Corporation/Member of LLC/Partner/Sole Proprietor)

8-5-21  
 \_\_\_\_\_  
 (Date)

**Clerk's Office checklist for complete applications**

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> WI Seller's Permit Certificate<br>(matching articles of incorporation) | <input type="checkbox"/> Background investigation form(s)       | <input type="checkbox"/> Floor Plans   |
| <input type="checkbox"/> FEIN   | <input type="checkbox"/> Form for surrender of previous license | <input type="checkbox"/> Lease         |
| <input type="checkbox"/> Written description of premises  | <input type="checkbox"/> *Articles of Incorporation             | <input type="checkbox"/> Business Plan |
|   | <input type="checkbox"/> *Appointment of Agent                  | <input type="checkbox"/> **Sample Menu |
|   | * Corporation/LLC only  | ** Class B only                        |

**Upon Application Submission, the Clerk's Office issued to the application:**

- Orange sign     Orange business card
- "Applying for a Liquor/Beer License in the City of Madison" brochure with contact information

Date complete application filed with Clerk's Office \_\_\_\_\_

Date of ALRC meeting \_\_\_\_\_ Date license granted by Common Council \_\_\_\_\_

Date provisional issued \_\_\_\_\_ Date license issued \_\_\_\_\_