

FYI - click mouse in 'For the license period beginning' field to begin and tab throughout. Use mouse to check appropriate boxes, spacebar or enter.

Save

Print

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ORIGINAL ALCOHOL BEVERAGE RETAIL LICENSE APPLICATION

Submit to municipal clerk.

For the license period beginning _____ 20____ ;
ending _____ 20____

TO THE GOVERNING BODY of the: Town of }
 Village of } Madison
 City of }

County of Dane Aldermanic Dist. No. _____ (if required by ordinance)

1. The named INDIVIDUAL PARTNERSHIP LIMITED LIABILITY COMPANY
 CORPORATION/NONPROFIT ORGANIZATION

hereby makes application for the alcohol beverage license(s) checked above.

2. Name (individual/partners give last name, first, middle; corporations/limited liability companies give registered name): 7-Eleven, Inc.

An "Auxiliary Questionnaire," Form AT-103, must be completed and attached to this application by each individual applicant, by each member of a partnership, and by each officer, director and agent of a corporation or nonprofit organization, and by each member/manager and agent of a limited liability company. List the name, title, and place of residence of each person.

Title	Name	Home Address	Post Office & Zip Code
President/Member	President	Joseph M. DePinto	150 E. Continental Blvd., Southlake, TX 76092
Vice President/Member	Vice President	Stanley W. Reynolds	1308 Fanning Street, Southlake, TX 76092
Secretary/Member	Secretary	David T. Fenton	3212 Milton Street, Dallas, TX 75205
Treasurer/Member	Treasurer	David L. Seltzer	730 Ashleigh Lane, Southlake, TX 76092
Agent	Eleri Baecker		
Directors/Managers	Joseph DePinto		

3. Trade Name 7-Eleven Store #35850 Business Phone Number _____
4. Address of Premises 2201 S. Park Street Post Office & Zip Code Madison, WI 53711

5. Is individual, partners or agent of corporation/limited liability company subject to completion of the responsible beverage server training course for this license period? Yes No
6. Is the applicant an employe or agent of, or acting on behalf of anyone except the named applicant? Yes No
7. Does any other alcohol beverage retail licensee or wholesale permittee have any interest in or control of this business? Yes No
8. (a) Corporate/limited liability company applicants only: Insert state Texas and date 1/2/1962 of registration.
(b) Is applicant corporation/limited liability company a subsidiary of any other corporation or limited liability company? Yes No
(c) Does the corporation, or any officer, director, stockholder or agent or limited liability company, or any member/manager or agent hold any interest in any other alcohol beverage license or permit in Wisconsin? Yes No

(NOTE: All applicants explain fully on reverse side of this form every YES answer in sections 5, 6, 7 and 8 above.) **Pending applications for stores on attached list.

9. Premises description: Describe building or buildings where alcohol beverages are to be sold and stored. The applicant must include all rooms including living quarters, if used, for the sales, service, and/or storage of alcohol beverages and records. (Alcohol beverages may be sold and stored only on the premises described.) _____
10. Legal description (omit if street address is given above): _____
11. (a) Was this premises licensed for the sale of liquor or beer during the past license year? Yes No
(b) If yes, under what name was license issued? Open Pantry Store #1245
12. Does the applicant understand they must file a Special Occupational Tax return (TTB form 5630.5) before beginning business? [phone 1-800-937-8864] Yes No
13. Does the applicant understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in Section 2, above? [phone (608) 266-2776]. Yes No
14. Does the applicant understand that they must purchase alcohol beverages only from Wisconsin wholesalers, breweries and brewpubs? Yes No

READ CAREFULLY BEFORE SIGNING: Under penalty provided by law, the applicant states that each of the above questions has been truthfully answered to the best of the knowledge of the signers. Signers agree to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. (Individual applicants and each member of a partnership applicant must sign; corporate officer(s), members/managers of Limited Liability Companies must sign.) Any lack of access to any portion of a licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

SUBSCRIBED AND SWORN TO BEFORE ME

this 9th day of May, 20 12

Marilyn Jones
(Clerk/Notary Public)

My commission expires 9/13/2013

Phil M. B...
(Official Notary Public/Member/Manager of Limited Liability Company/Partner/Individual)
Richard M. Blum, Notary Public
MY COMMISSION # DD 914498
Expires September 13, 2013
Bonded Thru Notary Public Underwriters
(Additional Partner(s)/Member/Manager of Limited Liability Company if Any)

TO BE COMPLETED BY CLERK

Date received and filed with municipal clerk	Date reported to council/board	Date provisional license issued	Signature of Clerk / Deputy Clerk <u>26524</u>
Date license granted	Date license issued	License number issued	

City of Madison Supplemental Class A License Application

<input type="checkbox"/> Seller's Permit Certificate- (Entity must match Articles of Incorporation) <input type="checkbox"/> Federal Employer Identification # <input type="checkbox"/> Notarized Original Application Form <input type="checkbox"/> Notarized Supplemental Form <input type="checkbox"/> Orange Sign (Clerk's Office provides at time of application)	<input type="checkbox"/> Description of Licensed Premise <input type="checkbox"/> *Notarized Appointment of Agent <input type="checkbox"/> Background Investigation Form(s) <input type="checkbox"/> Notarized Transfer of Ownership <input type="checkbox"/> *Articles of Incorporation	<input type="checkbox"/> Floor Plans <input type="checkbox"/> Lease <input type="checkbox"/> Sample Menu <input type="checkbox"/> Business Plan * Corporation/LLC only
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1. Name of Applicant/Partner/Corporation/LLC 7-Eleven, Inc.
2. Address of Licensed Premise 2201 S. Park St, Madison, WI
3. Telephone Number: 608-256-1441 4. Anticipated opening date: 6/21/2012
5. Mailing address if not opening immediately _____
6. Have you contacted the Alderperson, Police Department District Captain, Alcohol Policy Coordinator, and the neighborhood association representative for the area in which you intend to locate? Yes No
7. Are there any special conditions desired by the neighborhood? Yes No
- Explain. _____

8. What type of establishment is contemplated? Liquor Store Grocery Store
 Convenience Store – Gas Pumps Yes No Other—Explain _____
9. Business Description: 7-Eleven's food service offerings bring guests a proprietary line of prepared-fresh-daily and daily delivered deli sandwiches, wraps, breakfast sandwiches and a wide assortment fruits, salads and baked goods. 7-Eleven offers consumers a number of convenient services designed to meet the specific needs of individual neighborhoods, including automated money orders, automatic teller machines, phone cards and, where available, lottery tickets.
10. Detailed written description of building, including overall dimensions, seating arrangements, capacity, bar size and all areas where alcohol beverages are to be sold and stored. **The licensed premise described below shall not be expanded or changed without the approval of the Common Council.**
- Please see previously submitted floor plan. 7-Eleven is purchasing an existing Open Pantry Store. The current building will not be changing structurally. As shown on the floor plan, the alcohol beverages will be stored in the back of the store next to the cooler. Please see floor plan for exact location.

11. Are any living quarters directly or indirectly accessible and under control of the applicant? Yes No
 Please note that alcohol may be sold and stored only on the licensed premise, not in living quarters.
12. Describe existing parking and how parking lot is to be monitored. _____
This store currently has thirteen (13) parking spaces.
13. Describe your management experience, staffing levels, duties and employee training.
7-Eleven will be keeping the same employees currently at the Open Pantry Store:
 Alicia Dorsett, Temeka Butler, Christina Allen, Kristina O'Connell, Joshua O'Neil,
 Jared Berg, Kanisha Hill, Garcia Talley, Christine Davis

14. Identify the **registered agent** for your Corporation or LLC. This is your corporation's agent for service of process, notice or demand required or permitted by law to be served on the corporation.
Corporate Creations Network, Inc., 4650 W. Spencer Street, Appleton WI 54914

Name

Address

15. Utilizing your market research, who would you project your target market to be?

Surrounding neighborhood.

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

Occasional window posters, advertising any items in the store.

17. Are you operating under a lease or franchise agreement? Yes (attach a copy) No

18. Owner of building where establishment is located: E&K Land, LLC

Address of Owner: 10505 Corporate Drive, Ste 101, Pleasant Prairie, WI 53158 Phone Number _____

19. 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? Yes No

20. List the Directors of your Corporation/LLC

Jay W Chai, 1722 Routh St, Ste 1000, Dallas, TX 75201

Name Address

Masaaki Kamata, 1722 Routh St, Ste 1000, Dallas, TX 75201

Name Address

Nobutake Sato, 1722 Routh St, Ste 1000, Dallas, TX 75201

Name Address

21. List the Stockholders of your Corporation/LLC

100% owned by Seven Eleven Japan Co., Ltd

Name Address % of Ownership

Name Address % of Ownership

Name Address % of Ownership

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 this business according to law and that the rights and responsibilities conferred by the license(s), if granted will not be assigned to another. Any lack of access to any portion of a licensed premise during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

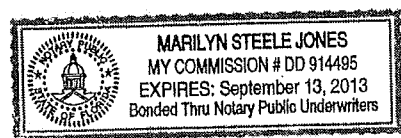
Subscribed and Sworn to before me:

this 29th day of May, 2012

Marilyn Steele Jones
(Clerk/Notary Public)

My commission expires 9/13/2013

[Signature]
(Officer of Corporation/Member of LLC/Partner/Individual)



7-ELEVEN, INC.'S POWER OF ATTORNEY FOR LICENSURE AND PERMIT PURPOSES

WHEREAS, 7-ELEVEN, INC. ("7-Eleven") is a Texas corporation duly authorized to conduct business in each and every State listed on Exhibit A attached hereto, and operates pursuant to Federal Employer Identification Number 75-1085131; and

WHEREAS, 7-Eleven has retained the law firm of **GRAY ROBINSON, P.A.** ("GrayRobinson") to serve as its nationwide regulatory counsel for alcohol beverage licensure and permitting purposes; and

WHEREAS, RICHARD M. BLAU, ESQ. ("Richard Blau") is the head of GrayRobinson's *Alcohol Beverage Law Practice*; and

WHEREAS, 7-Eleven desires Richard Blau to act on its behalf, both as attorney-at-law and attorney-in-fact to secure 7-Eleven's good standing as a licensee qualified and authorized to sell alcohol beverages at its licensed premises for off-premises consumption.

NOW, THEREFORE, 7-Eleven hereby appoints and empowers **Richard Blau** as its true and lawful attorney-in-fact for licensure purposes relating to each and all 7-Eleven locations throughout the United States. Pursuant to this appointment, Richard Blau is authorized to represent, request and file information, sign license applications, submit payments, receive licenses and act on behalf of 7-Eleven and in the name of 7-Eleven, Inc.

This Power of Attorney shall extend to actions before any office of any State regulatory agency associated with the issuance of alcohol beverage licenses or operational permits related to 7-Eleven's retail business, including but not limited to the agencies responsible for Alcohol Beverage Control, Tobacco Regulation; The State Department of Revenue; The State Department of Public Safety; The Secretary of State, Division of Corporations; and any local governmental agencies of the State with regulatory oversight and responsibility for such licenses or permits.

It is the specific intent of 7-Eleven that the power conferred on its attorney-in-fact will be exercisable by Richard Blau from the date of this instrument and shall continue in full force and effect until December 31, 2012.

IN WITNESS WHEREOF, 7-Eleven's duly authorized representative has executed this Power of Attorney for Licensure and Permit Purposes on this 16th day of March, 2012.

For: 7-ELEVEN, INC.

By: David Horton

Its: Senior Vice President

VERIFICATION

STATE OF Texas)
)SS:
COUNTY OF Dallas)

The foregoing instrument was acknowledged before me on this 15 day of March, 2012 by David T. Horton, who is personally known to me or who produced _____ as proof of identity.

Karen Pennell
Notary Public

NOTARIAL SEAL

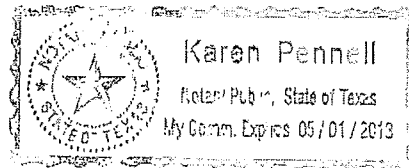


EXHIBIT A

7-Eleven, Inc. is registered and authorized to conduct business in the following States:

Wisconsin

Massachusetts

North Carolina

West Virginia

District of Columbia

Washington

Virginia

Appointment of New Liquor/Beer Agent

To be completed by Corporate Officer or Member of LLC

I, Richard M. Blau, authorized agent, ~~officer/member~~ for 7-Eleven, Inc.
(Corporation/LLC), doing business as 7-Eleven Store #35850, authorize and appoint
Eleri Baecker (Name) as the liquor/beer agent for the premise
located at 2201 S. Park Street, Madison, WI.

Subscribed and sworn to before me this

9th Day of May, 2012

Marilyn Steele Jones
Notary Public, Dane County, Wisconsin

My Commission Expires 9/13/2013



Signature of Officer/Member



To be completed by appointed Liquor/Beer Agent

I, Eleri Baecker, appointed **liquor/beer agent** for
7-Eleven, Inc. (name of Corporation or LLC), being first duly sworn
say I have vested in me, by properly authorized and executed written delegation, full authority
and control of the premise described in the license of such corporation or limited liability
company, and I am involved in the actual conduct of the business as an employee, or have a
direct financial interest in the business of the licensee, therein relating to the intoxicating
liquor/fermented malt beverage. The interest I have in the business is 0 %.

Subscribed and sworn to before me this

_____ Day of _____, 20_____

Notary Public, Dane County, Wisconsin

My Commission Expires _____

Signature of Agent

The appointed Liquor/Beer Agent must complete the other side of this form.

Appointment of New Liquor/Beer Agent

To be completed by Corporate Officer or Member of LLC

I, Richard M. Blau, authorized agent, ~~officer/member~~ for 7-Eleven, Inc.
(Corporation/LLC), doing business as 7-Eleven Store #35850, authorize and appoint
Eleri Baecker (Name) as the liquor/beer agent for the premise
located at 2201 S. Park Street, Madison, WI.

Subscribed and sworn to before me this

 Day of , 20

Signature of Officer/Member

Notary Public, Dane County, Wisconsin

My Commission Expires _____

To be completed by appointed Liquor/Beer Agent

I, Eleri Baecker, appointed **liquor/beer agent** for
7-Eleven, Inc. (name of Corporation or LLC), being first duly sworn
say I have vested in me, by properly authorized and executed written delegation, full authority
and control of the premise described in the license of such corporation or limited liability
company, and I am involved in the actual conduct of the business as an employee, or have a
direct financial interest in the business of the licensee, therein relating to the intoxicating
liquor/fermented malt beverage. The interest I have in the business is 0 %.

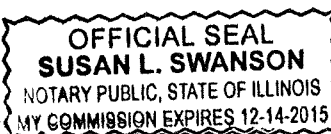
Subscribed and sworn to before me this

14th Day of May, 2012

Eleri Baecker
Signature of Agent

Susan L. Swanson
Notary Public, Dane County, Wisconsin

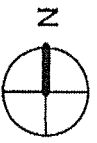
De Page Illinois
My Commission Expires 12-14-2015



The appointed Liquor/Beer Agent must complete the other side of this form.

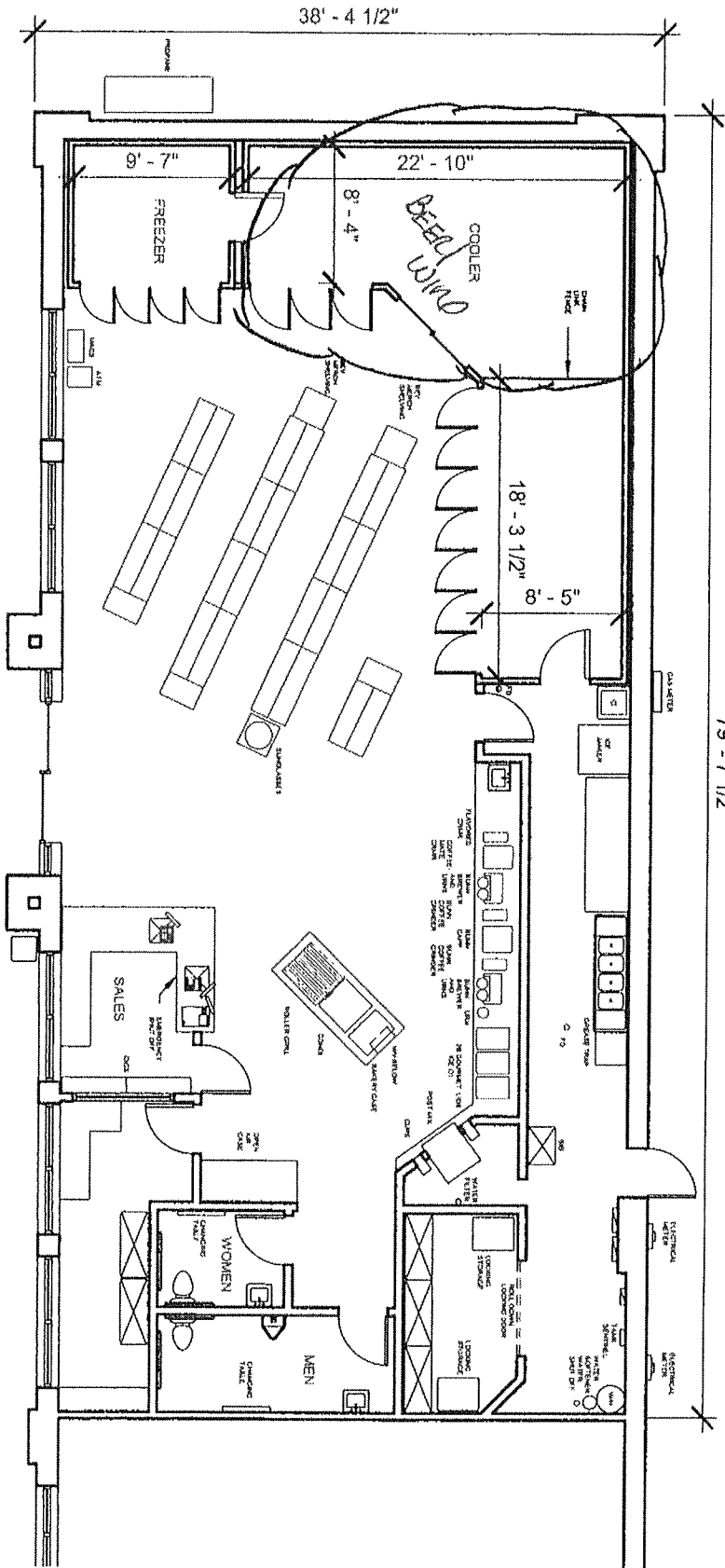


STORE # 1031762 #35850
2201 S PARK STREET
MADISON, WI



AS-BUILT FLOOR PLAN

+/- 2,976 SF





WISCONSIN DEPARTMENT OF REVENUE
PO BOX 8902
MADISON, WI 53708-8902

State of Wisconsin • DEPARTMENT OF REVENUE

REGISTRATION UNIT
2135 RIMROCK RD PO BOX 8902 MADISON, WI 53708-8902
PHONE: 608-266-2778 FAX: 608-261-6248
EMAIL: sales10@revenue.wi.gov WEBSITE: www.revenue.wi.gov



7-ELEVEN, INC.
PO BOX 219088
DALLAS TX 75221-9088

Letter ID: L1806849056
Batch Index: 473887232-21

Wisconsin Department of Revenue

Seller's Permit

LEGAL/REAL NAME: 7-ELEVEN, INC.
BUSINESS NAME: 7 ELEVEN #35850H
2201 S PARK ST
MADISON WI 53713-1915

The seller whose name appears above is authorized to engage in the business of selling tangible personal property and taxable services at the location shown. This permit is not transferable and is not valid at any other location. This permit must be conspicuously displayed at the place of business for which issued. Return this permit to the Department if you discontinue sales of taxable property and services at this location.

If your business is not operated from a fixed location, such as craft shows, flea markets, etc., this permit should be displayed or carried with you to the various events.

Tax Type	Account Type	Account Number
Sales & Use Tax	Seller's Permit	456-0000140841-04

Payment of Taxes on Liquor/Beer License Transfer

I, Richard M. Blau, Authorized Agent for 7-Eleven, Inc., applicant for
Name Title

a liquor and/or beer license for the premise located at 2201 S. Park St., Madison, WI, have
Address

read the provisions in the attached copy of Madison General Ordinance Section 9.01, and understand that payment of all personal property taxes, special assessments, room taxes, forfeitures and judgments must be paid before the Office of the City Clerk can issue said license.

7-ELEVEN, INC.

Richard M. Blau
Signature of Applicant
Richard M. Blau, Authorized Agent

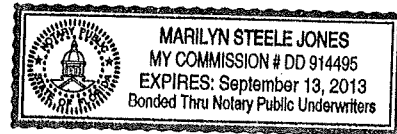
5/9/12
Date

Subscribed and sworn to before me this

9th day of May, 2012

Marilyn Steele Jones
Notary Public, ~~Dane County~~, State of Wisconsin

My Commission Expires 9/13/2013



Transfer of Ownership

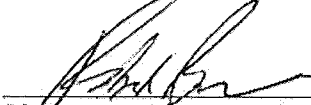
(letter to surrender previous license)

To be filed with the City Clerk at the time a new application is submitted for a change of ownership for any liquor and/or beer establishment.

The Class A Beer Class of License _____ license for the premise located at
2201 S. Park St., Madison, WI Street Address _____ will be relinquished upon the
approval of the application and the issuance of the same type of license for the same
premises to 7-Eleven, Inc. License Applicant.

There have been no convictions for violations during the current license year, nor are there any pending violations against the present licensee except as follows:

OPEN PANTRY FOOD MARTS OF WISCONSIN, INC.



Signature of Present License Holder

5-8-12

Date