	RIGINAL			L BEV	ERA	AGE LIC	CENSE	APPI	LICATIO	N	Applicant's Wis Seller's Permit Federal Employ	er identification	-0000455]
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	the hooking	pono	end		6/3			20 1	1 ,			TYPE	DESIED &	FEE	1
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يعرصه	**					own of .	Madi	con			Class E	beer	\$		1
IO	THE GOVE	RNIN	G BODY	of the:			Madi	5011			☐ Wholes	ale beer	\$		1
						ity of					Class C	wine	\$]
Col	unty of	Dan	e.		Alde	rmanic Dis	st. No	(if re	quired by or	dinance)	Class A	liquor	\$]
											Class E	<u> </u>	\$]
1.	The named		NDIVIDUA			INERSHIP		MITED LIA	BILITY COM	PANY		e Class B liqu			
		_				IT ORGANI						blication fee	\$		4
	hereby make										TOTAL	······································	\$		1
2	Name (indivi	dual/pa	rtners give	e last name	, first,	middle; corp	oralions/iir	nited liabili	ty companies	give regist	tered name):	WALG	REEN (<u> </u>	
	I - Barutha		-1	Q # 41			4 - 4	* *							-
	partnership liability con	and b	y each off	icer, direc	tor an	d agent of a	corporati	on or non	brogg ordang a ro.ms sbi	eation, and	y each more I by each mer	lual applicant nber/manager	, by each m and agent	ember of a of a limited	a d
	mount3 con	ibant.		ille	uta bic	ice of sessine	rice or each Name			Home A	Address	Pos	t Office & Z	in Code	
	President/Ma	ember_			ttaci	ned corp	orate ric	der			1441-055	, 0.	TOTAL OF L	ih enne	
	Vice Preside	nt/Men	ber	-											
	Secretary/Mi	ember	. Assist	tant Sed	creta	<u>ry1</u>	<i>l</i> largarit	a E. Ke	illen 8	45 Waç	gner Road	I, Glenviev	v. IL 600	25	
	Treasurer/M	ember_								71 - 71 - 71					A. a . 1 = 0
	Agent			Manag	<u>er</u>		Ricky L	oger	230	24 AV	IBRICHN	LEGIO	UDK.C		ON VINES
_	Directors/Ma		Malara	ens #04	1770							600 010	0400		WI 535218
٠.	Trade Name						Λνο.		Bt	usiness Pho	one Number	608-242		04	
4.												Madison	VVI 331	04	-
5.	Is individual,							subject to					-	~	
6	training cour							evenni iko						∐ No	
7	Does any oil	an aire Ter aire	ampinye ni hol bavars	ayen u, ı A fistor one	JI düll Pangar	ià ou mpoloca.	ui znyche la narmitta	except use	ndde namen 1	control of	thic huringer?		∐ Yes	No	
												of registration		No No	
-	(b) Is applie	ant com	nikadk po	nited liabilit	ու շրը։ Դարթ	nanv a suhsi	idiary of an	v other co	moration or li	. esas esta ilideit hatim	iv company?	. Or registration	□ Vec	No.	
											member/man		[] [63	THE INC	
													Yes	☐ No	
									r in sections :					- Can - 1	
9.	Premises de	scriptio	n: Describ	e buildina (or buik	ings where	alcohol bev	erages an	e to be sold a	nd stored.	The applicant	must include			
	all rooms inc	luding 1	iving quart	ers, if used	i, for ti	ie sales, ser	vice, and/o	r storage (of alcohol bev	erages and	records. (Alc	ohol beverages ory buildin		400	_
							Retall D	rug Sto	re w/Sun	aries in	a One sto	ory buildin	g of 15,	120 squ	are feet
	Legal descrip														-
11.							during the	past Icen	se year?		# 1 × 1 × 1 0 + 0 + 0	* b - c - l + • - b	L_J Yes	No.	
10	(b) If yes, ur								TTO 4 FOR						
14.	Does the app) आह्यास्य १ वर्षे कत्त्वेत	onstanou N Caadeda	i iney musi shona 1-80	. IIIU Z N. 027.	aaevi Sbeciai Occi	upationat i	ax return (1 10 10/10 203	(0.5)		ing the state of the special section of the state of the	■ Voc	☐ No	
13.	Does the app	dicant i	antesst p inderstand	aone r-co La Wiscon	in Sel	ier's Permit	must he an	nlied for a	ni issued in ti	he same na	amo ae that sh	nwn in	163	<u> </u>	
	Section 2, at	iove? fr	thone (608	3) 266-2778	31	ioi o i orina	······································	pilos ioi di	10 100000 #1 0				Yes	□ No	
14.	is the applica					ond 15 days	for beer or	30 days fo	or liquor?				Yes	No.	
								•							
KEA M Ho	D CAREFULLY e sieners Siene	BEFUH	E SIGNING	i: Under pen	alty pro	vided by law, I	the applicant	t states that	each of the abo	ve questions	s has been truthi	ully answered to f granted, will no	the best of the	e knowledge	
(Indir	vidual applicant:	s and ea	ch member	of a partner	ship ap	plicant must s	ion: corpora	te officer(s).	members/man	lagers of Lim	ited Liability Co	mpanies must si	un.) Anv lack	of access to	
any p	portion of a licer	ised pre	mises durin	g inspection	will be	deemed a rei	fusal to pern	nit Inspectio	n. Such refusal	lis a misden	neanor and grou	inds for revocable	on of this licer	15 e .	
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	. , , , ,	<u>~~</u>	(Clerk/N	otary Public)					(Officer of Gon	obstion/Mem		mited Liability Con	(John A	l. Mann)	-
Viy c	ommission ex	pires_		11 d	71	3 (aminanagai or L	mayor Extractly Con-	Access to econor.	,	
									(Additional Par	tner(s)/Memb	er/Manager of Lin	nited Liability Com	oany if Any)		
TO E	BE COMPLET	ED BY	CLERK		7.										
Date with	received and filed municipal clerk		7-10	Datereported	to coun	hreod/ii	Date p	rovisional fice	nse issued	Signat	ure of Clark / Dep	uty Clerk			
	license granted	-6		Date license is	ssied /		Licens	e numberissu	ed						
				Date license is	2 /	<u> 11543</u>									
AT-10	06 (R. 1-05)				\mathcal{L}		10	1-91	~ 47			Wiscons	in Departmen	of Revenue	
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RE: Original alcohol Beverage License Application:

Question 8c – Walgreen Co. is currently applying for Class A licenses in many of their Walgreens Drug Stores in Wisconsin.

City of Madison Supplemental Class A License Application

9	Seller's Permit Number Federal Employer Identification # Notarized Original Application Form Notarized Supplemental Form Orange Sign (Clerk's Office provides at time of application) Description of Licensed Premise Descrip									
1.	Name of Applicant/Partner/Corporation/LLC Walgreen Co. dba Walgreens #04240									
2.	Address of Licensed Premise 3710 East Washington Avenue, Madison, WI 53704									
3.	Telephone Number: 608-242-9483 4 Anticipated opening date: Store opened 9/17/1999									
5.	5 Mailing address if not opening immediately N/A									
6.	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.	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 Retail Drug Store with sundries									
9	Business Description: Retail Drug Store with sundries in a one story building of 15,120 square feet									
10.	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. Walgreens #04240 is a one-story building consisting of 15,120 square feet. On the sales floor, the beer									
	will be kept in the cooler and the wine on shelving in the beverage aisle. Reserve stock will be stored in a									
	storage area separate from the main sales floor.									
	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 Describe existing parking and how parking lot is to be monitored. The paved parking lot is for the use of Walgreen's customers and employees only and consits of 73 total stall of which 5 are handicap stalls. The parking lot is monitored by 2 video cameras and on a regular basis the store employees									
13.	Describe your management experience, staffing levels, duties and employee training. The store manager for location #04240 is responsible for the general management and overall success of the store. Responsibilities include purchasing, merchandising, budgeting, employee management and training. facilities management and customer service. There are 21 full time and 16 part time employees. Please see attached training information.									
1 4 .	4. Identify the registered agent for your Corporation or LLC I his is your corporation's agent for service of process, notice or demand required or permitted by law to be served on the corporation									
	Prentice-Hall Corporation 8040 Excelsor Drive, Suite 400, Madison, WI 53717									
	Name Address									

15	Utilizing your market research, Walgreens adult customers who a variety of merchandise, include			rket to be? convenient to purcha	se
16	Describe how you plan to adver	tise/promote yo	ur business. What prod	lucts will you be adv	ertising?
	New wine and beer products ma	y be included in	our existing multi-media	advertising programs	3
17	Are you operating under a lease	e or franchise ag	greement? Yes (atta	ch a copy) ⊔ No	
18	Owner of building where establ	ishment is locat	ed: <u>Eastgreen LLC</u>		
Ad	dress of Owner: 210 Bassett St.	, STE 100, Madis	on, WI 53703	_ Phone Number _6	08-256-9500
19	Private organizations (clubs): I to give offense) discrimination				nvidious" (likely es ⊔No N/A
20.	List the Directors of your Corp	oration/LLC			
	Please see attached Corporate				
	Name	Address			
	Name	Address			
	Name	Address		- STORT HAVE STREET HER PLANES AND A	
21	List the Stockholders of your C Walgreen Co is a publicly held much as 5% of corproate stock Name	Corporation/LLC corporation To the Address	the best of our knowledg	ge, no one person or o	entity owns as % of Ownership
	Name	Address			% of Ownership
	Name	Address			% of Ownership
has acc assi refi	ad carefully before signing: Unbeen truthfully completed to the ording to law and that the rights igned to another. Any lack of acusal to permit inspection. Such rescribed and Sworn to before me:	e best of the kno and responsibilities to any port	wledge of the signer stricties conferred by the li tion of a licensed premi	Signer agrees to open cense(s), if granted is during inspection	rate this business will not be will be deemed a
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his	day of AUGUS	T, 20 <u>/0</u>	(Officer of Corporation/Memb Margarita E Kellen -	Fc COCo er of LLC/Partner/Individual) Assistant Secretary - Corporate Officer	Walgreen Co
Му	commission expires 10/29/1	Annananan	~~~~~~		
			CIAL SEAL		
		NOTARY PUBLIC MY COMMISSION	NN SEKULICH C-STATE OF ILLINOIS ON EXPIRES:10/29/12		

#64240



INFORMATION CONCERNING THE BEER & WINE ROLLOUT

including company policies and mandatory training

April 2010

Walgreens decision to reenter the beer and wine market is a direct response to consumer demand. Our modest selection will be tailored to provide a safe, convenient alternative to meet the needs for our existing consumer base. The new category will bring revenue growth potential for both Walgreens and the industry at-large with a streamlined offering that will drive purchases from consumers who wouldn't typically visit traditional liquor merchants. As we do in the hundreds of locations where we currently sell beer and wine, these products will be merchandised and sold with a high degree of responsibility and conscientiousness. And, as always, customer and community feedback will be welcome and considered.

1541000 (1000) 5550 (1000) 65

A limited selection of beer and wine will make up a small portion of each eligible store – beer will comprise 1/4 of an 18 ft. cooler; and wine will make up 1/3 of a 36 ft. beverage aisle.

- The proposed assortment has been refined to appeal to casual, moderate beer and wine drinkers as an additional Walgreens convenience.
- The beer selection will consist of 6 packs, 12 packs, 18 packs and cases only. There will be no spirits, malt liquor, single servings or any other variation that would be considered conductive to alcohol abuse.
- The selection will be value to mid-priced.

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Walgreens has taken great measures to assure that any beverage containing alcohol will be sold in a responsible and appropriate manner. Detailed polices and procedures are already in place, endorsed by legal counsel as well as senior management and are strictly enforced without exception.

- Employees for each eligible store must undergo extensive training prior to beer and wine availability at an individual location.
- Once trained, each register clerk must submit a policy acknowledgement as part of the daily log-on process.
- Walgreens established policy states that employees must request identification for any customer attempting to purchase alcohol who appears to be under the age of 40. Register prompts ensure compliance before proceeding with the transaction.
- Under age employees are required to seek the assistance of a manager.

A recent study conducted in the state of Indiana ranked drug stores highest in alcohol sales compliance among all other retailers.

in Son

Walgreens stores have successfully merchandised and sold alcoholic beverages since prohibition. Though profitable, many managers found the category cumbersome and time consuming to maintain. It was discontinued in the great majority of stores during the early 1990s in order to improve focus on other key business priorities. Now, with a much scaled back offering, as well as point of sale and inventory technology advancements, we have the ability to resume beer and wine sales only while maintaining our high standards for responsible retailing.

