

ORIGINAL ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk

For the license period beginning 10/01 20 10 ;
ending 6/30 20 11

TO THE GOVERNING BODY of the: Town of } Madison
 Village of }
 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): WALGREEN CO.

Applicant's Wisconsin Seller's Permit Number: 456-0000455404-05	
Federal Employer Identification Number (FEIN): 36-1924025	
LICENSE REQUESTED	
TYPE	FEE
<input checked="" type="checkbox"/> Class A beer	\$
<input type="checkbox"/> Class B beer	\$
<input type="checkbox"/> Wholesale beer	\$
<input type="checkbox"/> Class C wine	\$
<input checked="" type="checkbox"/> Class A liquor	\$
<input type="checkbox"/> Class B liquor	\$
<input type="checkbox"/> Reserve Class B liquor	\$
Publication fee	\$
TOTAL FEE	\$

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	See attached corporate rider		
Vice President/Member			
Secretary/Member	Assistant Secretary	Margarita E. Kellen	845 Wagner Road, Glenview, IL 60025
Treasurer/Member			
Agent	Store Manager	Ricky Loger	2304 AMERICAN LEGION DR, CROSS PLAINES WI 53528
Directors/Managers			

3. Trade Name Walgreens #04240 Business Phone Number 608-242-9483
4. Address of Premises 3710 East Washington Ave. Post Office & Zip Code Madison, WI 53704

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 Illinois and date 02/15/1909 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? See Attached Yes No

(NOTE: All applicants explain fully on reverse side of this form every YES answer in sections 5, 6, 7 and 8 above.)

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.) Retail Drug Store w/Sundries in a One story building of 15,120 square feet
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?
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. Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor? 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 26 day of AUGUST, 20 10
[Signature]
(Clerk/Notary Public)
My commission expires 11/27/11

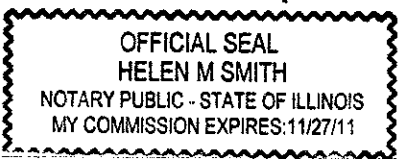
Margarita Kellen Assistant Corporate Secretary (Margarita E. Kellen)
John A. Mann Assistant Corporate Secretary (John A. Mann)
(Additional Partner(s)/Member/Manager of Limited Liability Company if Any)

TO BE COMPLETED BY CLERK

Date received and filed with municipal clerk <u>9-27-10</u>	Date reported to council/board	Date provisional license issued	Signature of Clerk/Deputy Clerk
Date license granted	Date license issued <u>9/15/42</u> / <u>9/15/43</u>	License number issued	

AT-106 (R, 1-05)

Wisconsin Department of Revenue



101-91542



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.

15. Utilizing your market research, who would you project your target market to be?
Walgreens adult customers who purchase wine and beer and who find it convenient to purchase a variety of merchandise, including alcohol, at one time.

16. Describe how you plan to advertise/promote your business. What products will you be advertising?
New wine and beer products may be included in our existing multi-media advertising programs.

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

18. Owner of building where establishment is located: Eastgreen LLC

Address of Owner: 210 Bassett St., STE 100, Madison, WI 53703 Phone Number: 608-256-9500

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 N/A

20. List the Directors of your Corporation/LLC

Please see attached Corporate Rider

Name	Address

21. List the Stockholders of your Corporation/LLC

Walgreen Co. is a publicly held corporation. To the best of our knowledge, no one person or entity owns as much as 5% of corporate stock.

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.

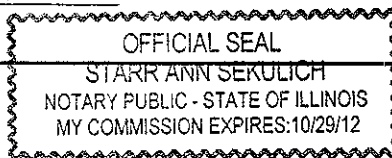
Subscribed and Sworn to before me:

this 27th day of AUGUST, 2010

[Signature]
Clerk/Notary Public

Margarita Kellen
(Officer of Corporation/Member of LLC/Partner/Individual)
Margarita E. Kellen - Assistant Secretary - Walgreen Co
Corporate Officer

My commission expires 10/29/12



#04240



INFORMATION CONCERNING THE BEER & WINE ROLLOUT
including company policies and mandatory training

April 2010

Overview

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.

Product Assortment

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 conducive to alcohol abuse.
- The selection will be value to mid-priced.

Operational Controls and Training

Walgreens has taken great measures to assure that any beverage containing alcohol will be sold in a responsible and appropriate manner. Detailed policies 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.

Industry Study

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

History

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.

