



City of Madison Liquor/Beer License Application

On-Premises Consumption: Class B Beer Class B Liquor Class C Wine
Off-Premises Consumption: Class A Beer Class A Liquor

36996

Section A – Applicant

- 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.

- This application is for the license period ending June 30, 20 15.
- 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.

Hy-Vee, Inc.

- Trade Name (doing business as) Hy-Vee Madison

- Address to be licensed 3801 East Washington Ave, Madison, WI 53704

- Mailing address 5820 Westown Pkwy, West Des Moines, IA 50266

- Anticipated opening date April 2nd, 2015

- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 2?

No Yes (explain) _____

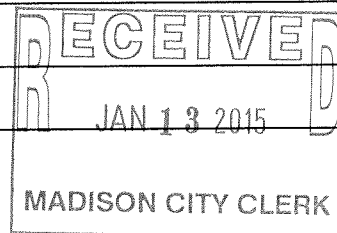
- Does another alcohol beverage licensee or wholesale permittee have interest in this business?

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 records. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.

See Attached



11. Attach a floor plan, no larger than 8 ½ by 14, showing the space described above.
12. Applicants for on-premises consumption: list estimated capacity 175

13. Describe existing parking and how parking lot is to be monitored.

See Attached

14. Was this premises licensed for the sale of liquor or beer during the past license year?

No Yes, license issued to Hy-Vee Madison (name of licensee)

15. Attach copy of lease.

Section C—Corporate Information

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

16. Name of liquor license agent Robert Budd III
17. City, state in which agent resides 793 Eddington Dr., Sun Prairie, WI 53590
18. How long has the agent continuously resided in the State of Wisconsin? 5 years - Aug. 2009
19. Appointment of agent form and background check form are attached.
20. Has the liquor license agent completed the responsible beverage server training course?
 No, but will complete prior to ALRC meeting Yes, date completed 9/2009
21. State and date of registration of corporation, nonprofit organization, or LLC.

Iowa, Jan. 3rd, 1938

22. 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
Asst Treasurer, Financial Reporting	Jeff Pierce	WDM, Iowa

23. 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.

Robert Budd III

24. Is applicant a subsidiary of any other corporation or LLC?

No Yes (explain) _____

25. 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) We have another store in Madison and one in Fitchburg

Section D—Business Plan

26. What type of establishment is contemplated?

Tavern Nightclub Restaurant Liquor Store Grocery Store

Convenience Store without gas pumps Convenience Store with gas pumps

Other _____

27. Business description Retail Grocery Chain

28. Hours of operation Store - 24 hours

29. Describe your management experience See Attached

30. List names of managers below, along with city and state of residence.

Lynn Reinsch - Sun Prairie, WI Kevin Barry - Sun Prairie, WI
Ross Grunwald - Madison, WI _____

31. Describe staffing levels and staff duties at the proposed establishment _____

See Attached

32. Describe your employee training See Attached

33. Utilizing your market research, describe your target market.

See Attached

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

See Attached

35. Are you operating under a lease or franchise agreement? No Yes

36. 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

Section E—Consumption on Premises

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

37. Do you plan to have live entertainment? No Yes—what kind? _____

38. What age range do you hope to attract to your establishment? Family Style Restaurant - All Ages

39. What type of food will you be serving, if any? _____

Breakfast Brunch Lunch Dinner

40. Submit a sample menu if applicable. What will be included on your operational menu?

Appetizers Salads Soups Sandwiches Entrees Desserts
 Pizza Full Dinners

41. During what hours of operation do you plan to serve food? 6am-10pm M-S

42. What hours, if any, will food service not be available? 10pm-6am

43. Indicate any other product/service offered. none

44. Will your establishment have a kitchen manager? No Yes

45. Will you have a kitchen support staff? No Yes

46. How many wait staff do you anticipate will be employed at your establishment? 20-30

During what hours do you anticipate they will be on duty? 6am-10pm

47. Do you plan to have hosts or hostesses seating customers? No Yes

48. Do your plans call for a full-service bar? No Yes
 If yes, how many barstools do you anticipate having at your bar? 11 barstools
 How many bartenders do you anticipate having work at one time on a busy night? 1 or 2
49. Will there be a kitchen facility separate from the bar? No Yes
50. Will there be a separate and specific area for eating only?
 No Yes, capacity of that area _____
51. What type of cooking equipment will you have?
 Stove Oven Fryers Grill Microwave
52. Will you have a walk-in cooler and/or freezer dedicated solely to the storage of food products?
 No Yes
53. What percentage of payroll do you anticipate devoting to food operation salaries? 7%
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? 5% or less
 What percentage of your advertising budget do you anticipate will be drink related? 5% or less
55. Are you currently, or do you plan to become, a member of the Madison—Dane County Tavern League or the Tavern League of Wisconsin? No Yes Store Director's choice
56. Are you currently, or do you plan to become, a member of the Wisconsin Restaurant Association or the National Restaurant Association? No Yes Store Directors choice
57. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. New establishments estimate percentages:
15 % Alcohol 75 % Food 10 % Other
58. Do you have written records to document the percentages shown? No Yes
 You may be required to submit documentation verifying the percentages you've indicated.

Section F—Required Contacts and Filings

59. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted. No Yes
60. I understand that I am required to host an information session at least one week before the ALRC meeting. No Yes
61. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session. No Yes
62. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting. No Yes
63. I agree to contact the Alcohol Policy Coordinator prior to the ALRC meeting. No Yes
64. I agree to contact the neighborhood association representative prior to the ALRC meeting.
 No Yes

Question #10

Our total square footage for our grocery store and wine and spirits store together is 90,693 sq. feet. Our wine and spirits store is around 5,344 sq. feet. Customers can access the facility from the parking lot and the attached retail grocery store. The attached sketch's depicts shelving and cooler locations for the display and sale of merchandise, which may be reconfigured within the same footprint as customer patterns are analyzed.

Question #13

The parking lot is similar to other area retail grocery/wine and spirits facilities and is comprised of surface stalls in close proximity to the customer entrances and they have vehicular ingress/egress access to the adjacent public roadways. The parking lot design and circulation has been approved by the Urban Design Commission and the Plan Commission. The parking lot will be monitored by security cameras and store employees.

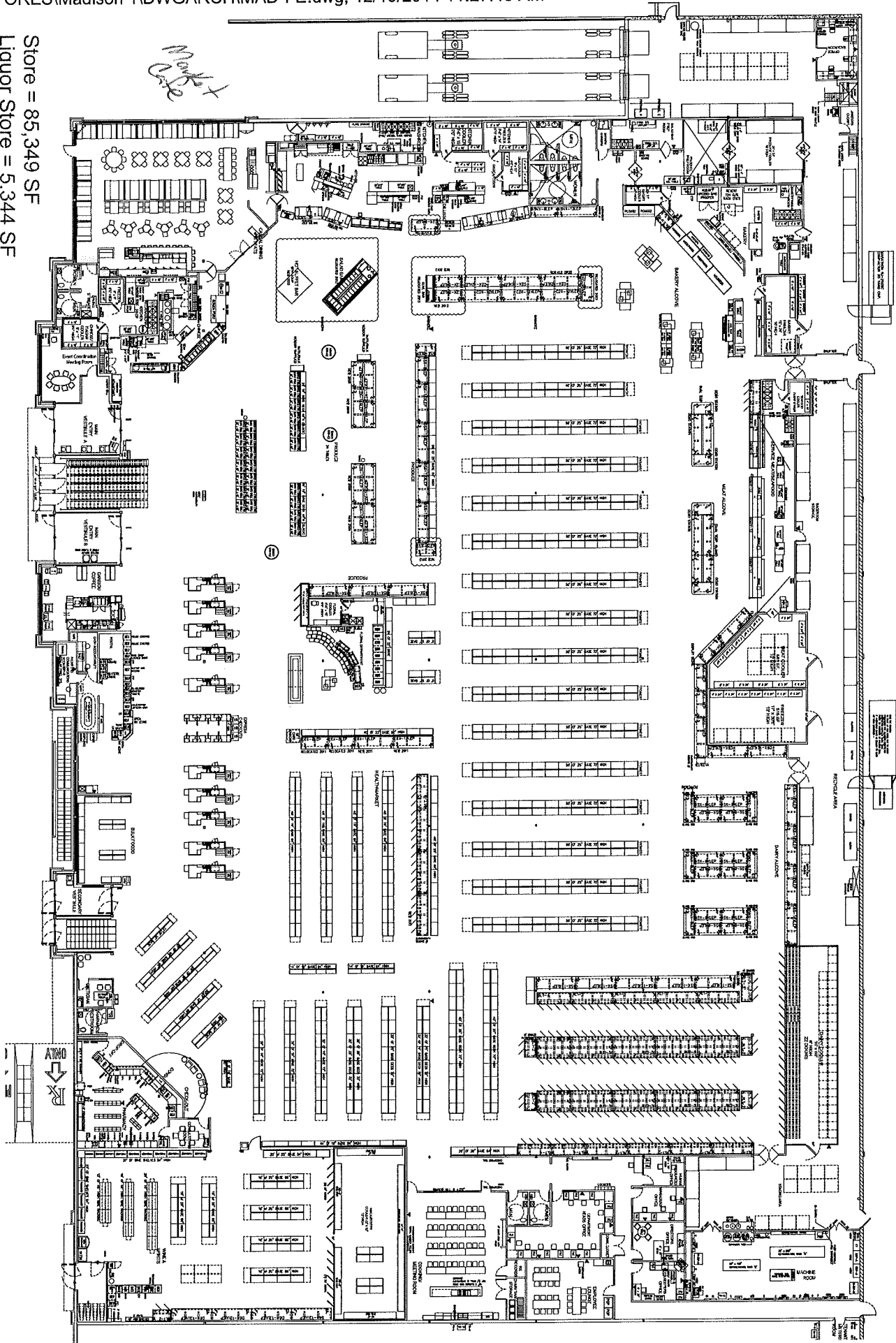
Question #29, #31, #32

The Ass't VP of the northeast district which is over the Madison area has over 15 years in retail. We will have a store director, 6 managers, and 8-10 assistant managers that will all be experienced with handling alcohol. Typically, there will always be 2 assistant managers on duty at all times. The store director and one of the managers is usually around as well. We have always had the We Card program, checker training, and our register system is set up to ask for id when alcohol is purchased.

Question #33, #34

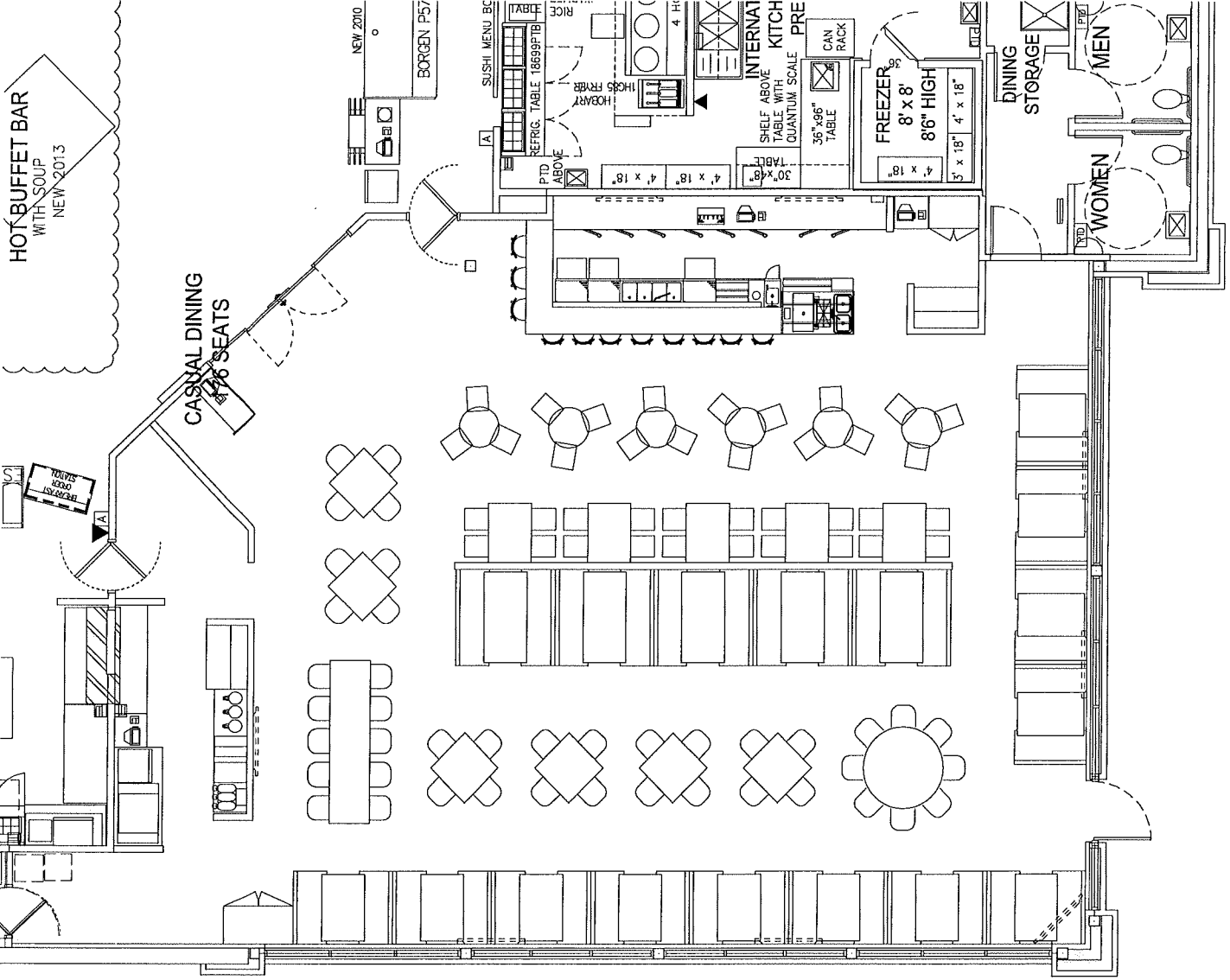
With East Washington Avenue being one of the heaviest traveled corridors in Madison and because the facility has visibility from and multiple access points to East Washington, the site will have a regional draw allowing it to serve customers throughout the east side of Madison and nearby communities.

Store = 85,349 SF
Liquor Store = 5,344 SF



HOT BUFFET BAR
WITH SOUP
NEW 2013


CASUAL DINING
476 SEATS



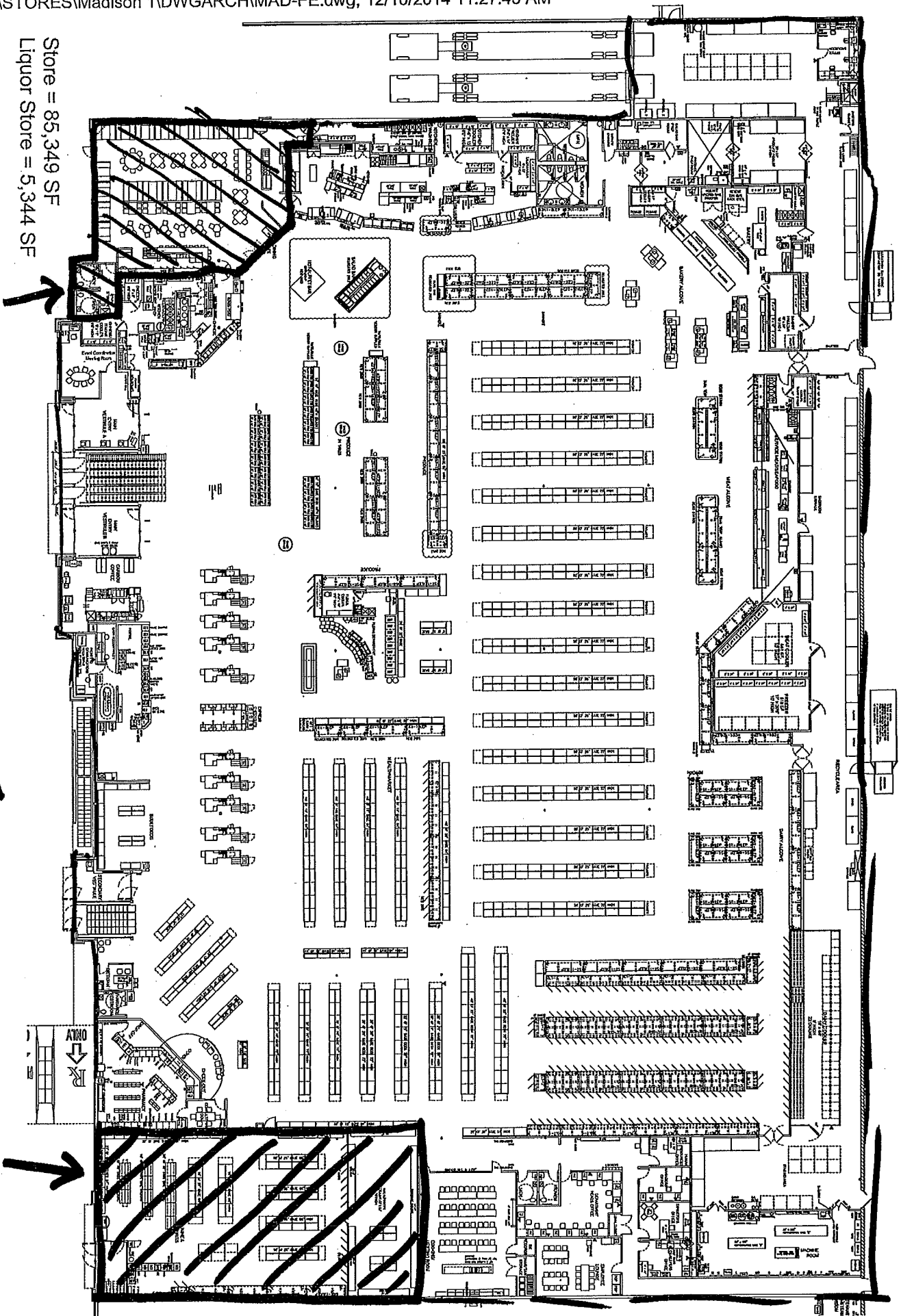
Market

Cafe = 2,651 SF

Store = 85,349 SF
Liquor Store = 5,344 SF

 - Market Cafe

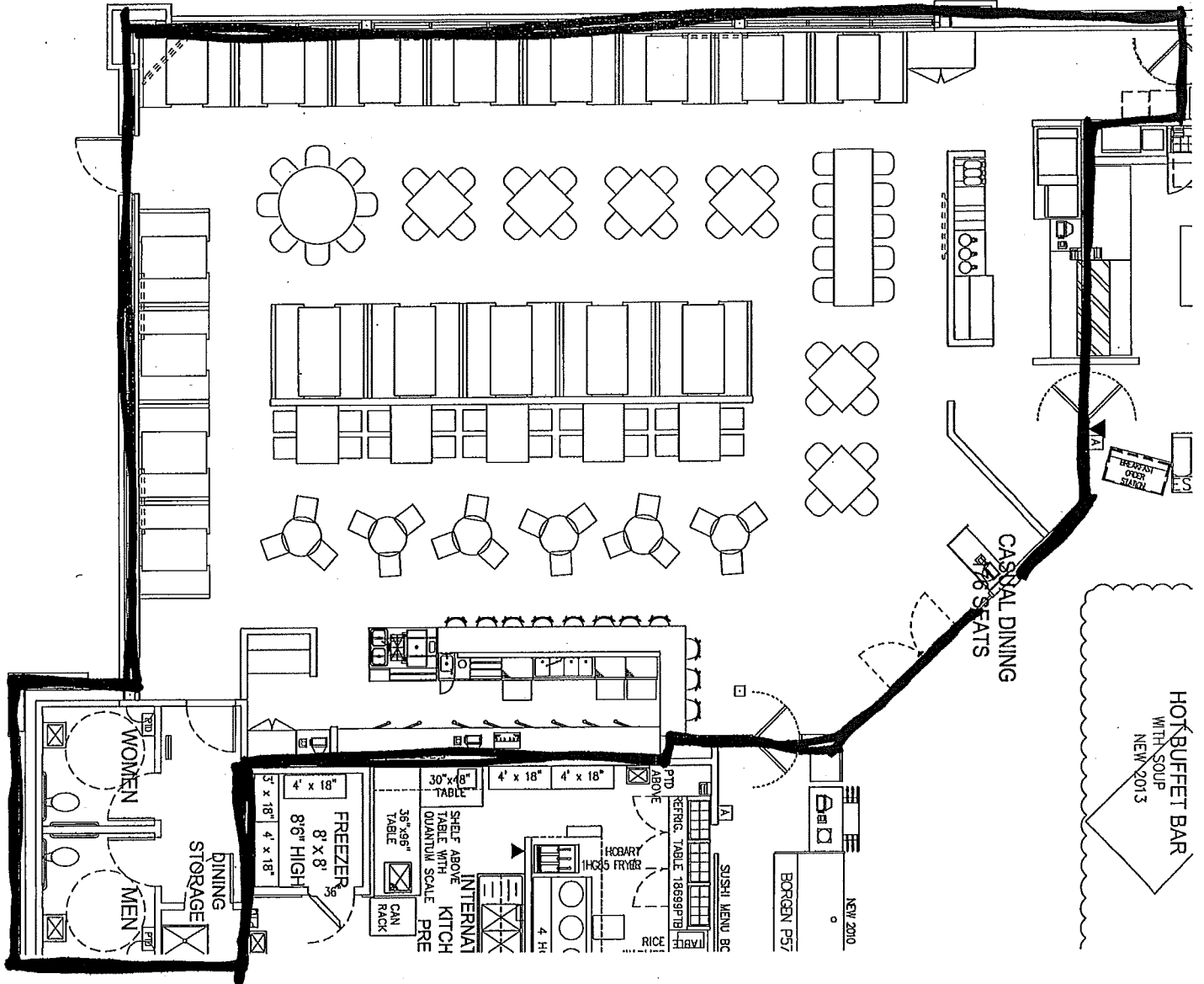
 - Wine & Spirits Dept.

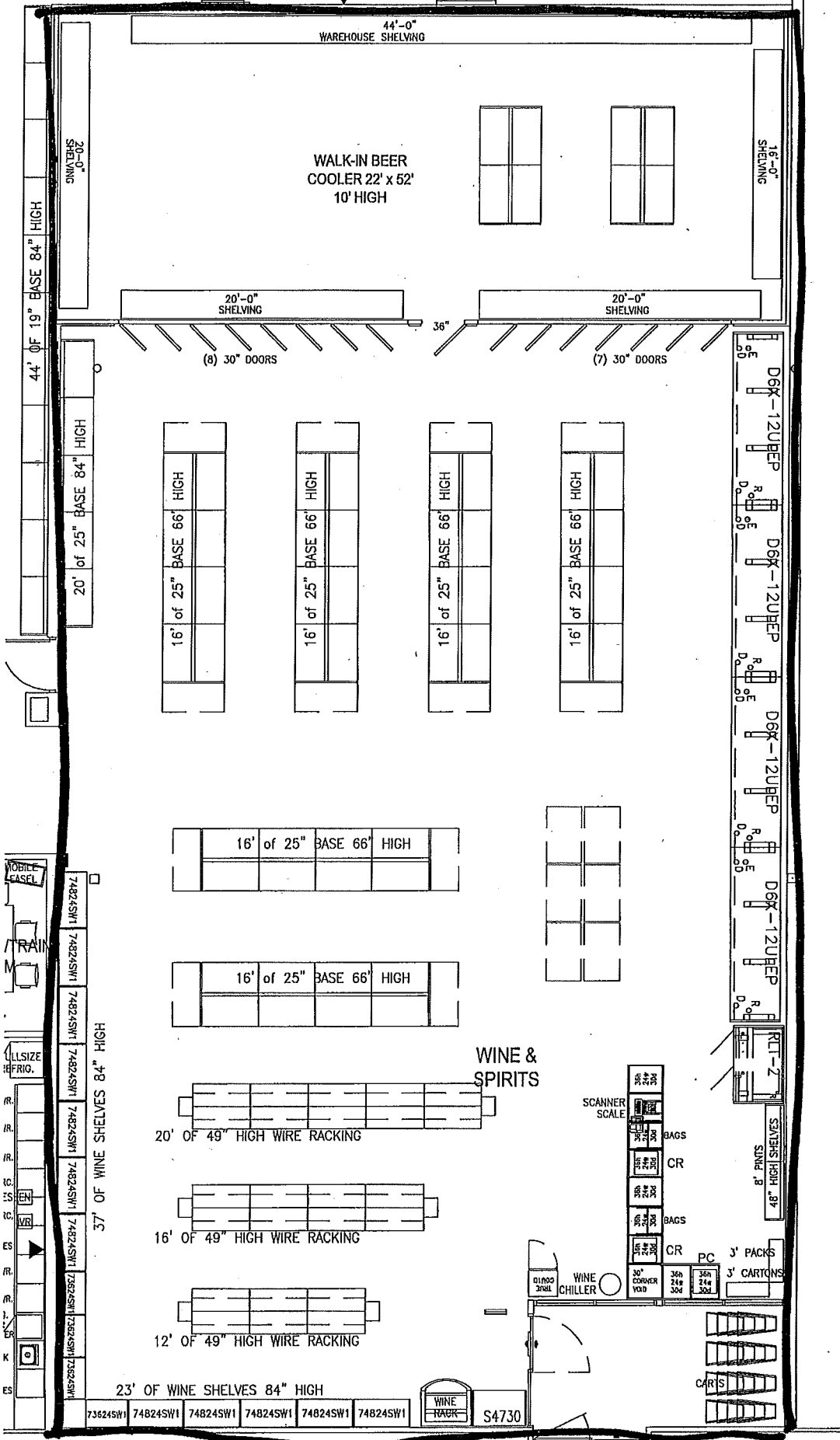


-Will have items in the main store area

Market Café

Cafe = 2,651 SF





Wine & Spirits Department

Liquor Store = 5,344 sf
Sales Area = 3,642 sf