

Renewal Alcohol Beverage License Application

(Submit to municipal clerk. Read instructions on page 3.)

For the license period beginning: 07 01 2021 ending: 06 30 2022
(mm dd yyyy) (mm dd yyyy)

To the Governing Body of the: Town of } La Crosse
 Village of }
 City of }

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

Check one: Individual Limited Liability Company
 Partnership Corporation/Nonprofit Organization

Complete A or B. All must complete C.

A. Individual or Partnership:

Full Name (Last)	(First)	(Middle Name)	Home Address (Street, City or Post Office, & Zip Code)
Full Name (Last)	(First)	(Middle Name)	Home Address (Street, City or Post Office, & Zip Code)
Full Name (Last)	(First)	(Middle Name)	Home Address (Street, City or Post Office, & Zip Code)

B. LLC or Corporation (and Agent):

Full Legal Name of Corporation / Nonprofit Organization / Limited Liability Company	Address of Corporation / Limited Liability Company (if different from licensed premises)
<u>Skogens Foodliner Inc</u>	<u>3800 Emerald Drive E, Onalaska WI 54650</u>

All corporations/organizations or limited liability companies applying for a license to sell fermented malt beverages and/or intoxicating liquor must appoint an agent.

Agent Last Name	(First)	(Middle Name)	Home Address (Street, City or Post Office, & Zip Code)
<u>Zumach</u>	<u>Doug</u>	<u>Michael</u>	<u>901 1st Ave E Holmen, WI 54636</u>

All Officer(s) Director(s) of Corporation and Members / Managers of Limited Liability Company:

President / Member Last Name	(First)	(Middle Name)	Home Address (Street, City or Post Office, & Zip Code)
<u>Skogen</u>	<u>Mark</u>	<u>David</u>	<u>1650 Hawthorne Heights Dr, De Pere 54115</u>
Vice President / Member Last Name	(First)	(Middle Name)	Home Address (Street, City or Post Office, & Zip Code)
Secretary / Member Last Name	(First)	(Middle Name)	Home Address (Street, City or Post Office, & Zip Code)
<u>Stoa</u>	<u>Kirk</u>	<u>Allan</u>	<u>N6818 Jo Johnson Road Holmen 54636</u>
Treasurer / Member Last Name	(First)	(Middle Name)	Home Address (Street, City or Post Office, & Zip Code)
<u>Stoa</u>	<u>Kirk</u>	<u>Allan</u>	<u>N6818 Jo Johnson Road Holmen 54636</u>
Directors / Managers Last Name	(First)	(Middle Name)	Home Address (Street, City or Post Office, & Zip Code)
Directors / Managers Last Name	(First)	(Middle Name)	Home Address (Street, City or Post Office, & Zip Code)

C. Business Information

1. Trade Name Festival Foods Business Phone Number 608-788-8777

2. Address of Premises 30 Copeland Ave Post Office & Zip Code La Crosse, WI 54603

3. Does the applicant understand that they must purchase alcohol beverages only from Wisconsin wholesalers, breweries and brewpubs? Yes No

4. 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, consumption, and/or storage of alcohol beverages and records. (Alcohol beverages may be sold and stored only on the premises described.)

Entire 50,815 square foot single store building. Liquor department has separate door and entrance within store which can be gated and separate exterior store entrance. Storage: Liquor department and backroom of liquor department.

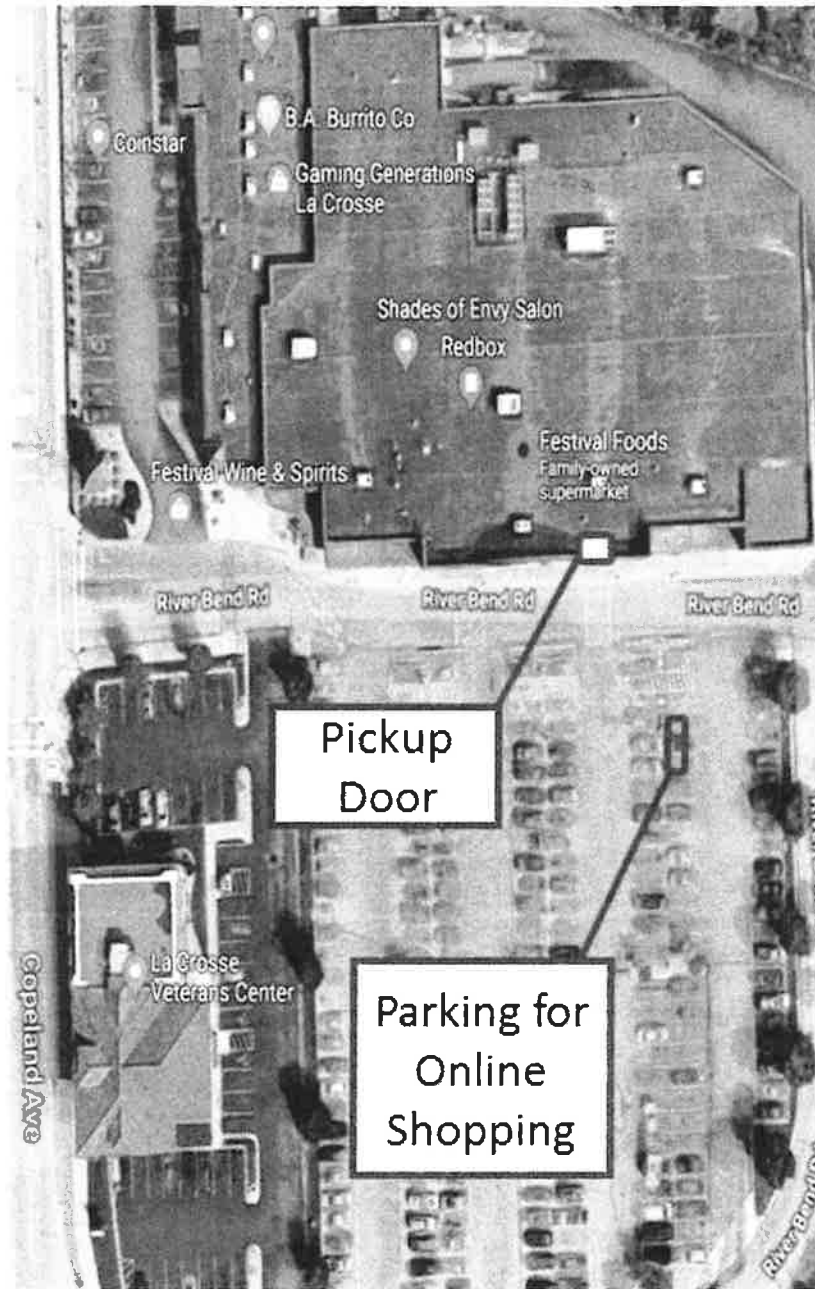
Applicant's Wisconsin Seller's Permit Number <u>456-0000127664-03</u>	
FEIN Number <u>39-1086421</u>	
TYPE OF LICENSE REQUESTED	FEE
<input checked="" type="checkbox"/> Class A beer	\$ 100
<input type="checkbox"/> Class B beer	\$
<input type="checkbox"/> Class C wine	\$
<input checked="" type="checkbox"/> Class A liquor	\$ 500
<input type="checkbox"/> Class A liquor (cider only)	\$ N/A
<input type="checkbox"/> Class B liquor	\$
<input type="checkbox"/> Reserve Class B liquor	\$
<input type="checkbox"/> Class B (wine only) winery	\$
Publication fee	\$ 40
TOTAL FEE	\$ 640



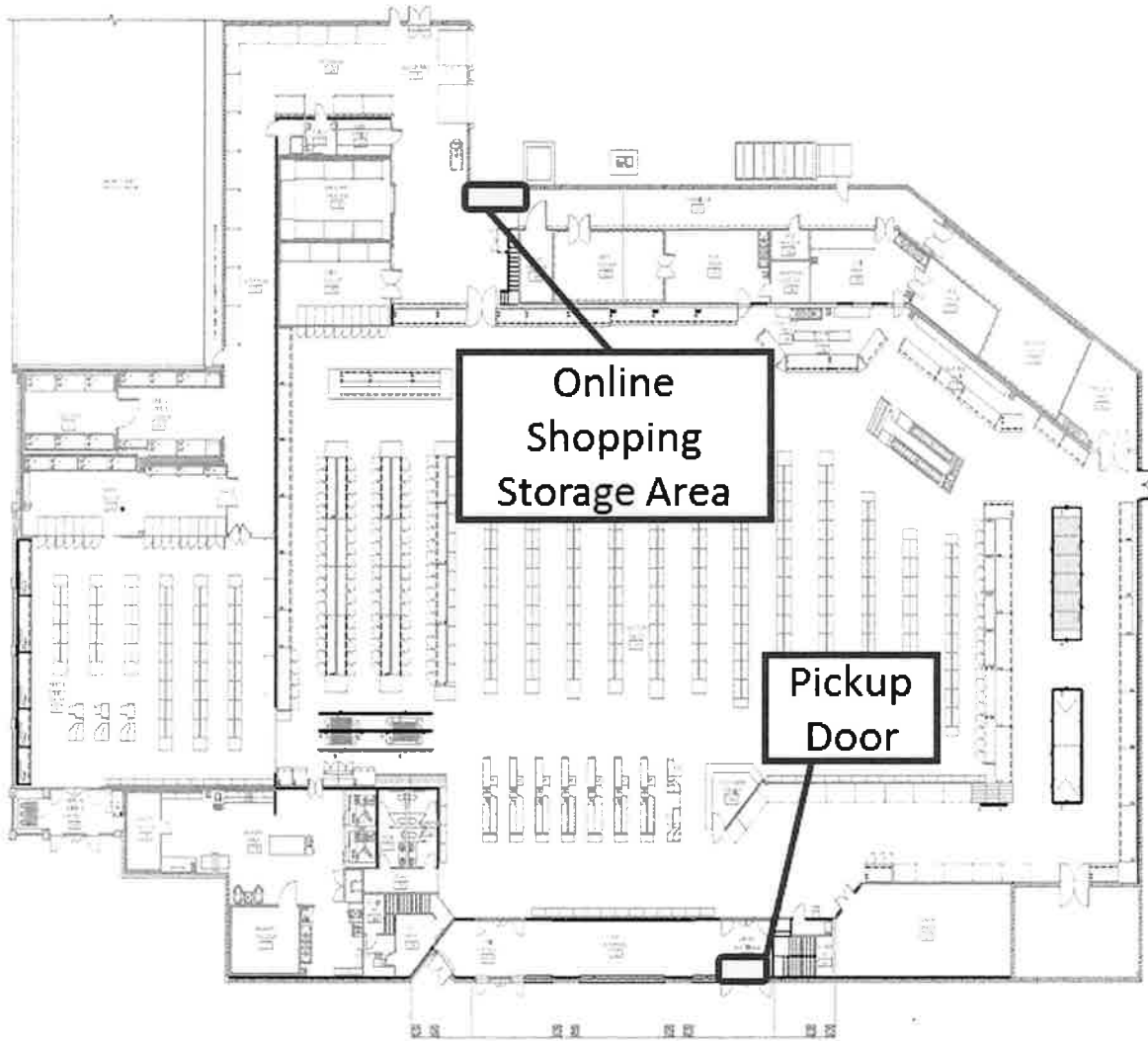
18969

designated parking stalls for online pickup

Festival Foods La Crosse Copeland Ave. Online Grocery Pickup (Click N Go)



Festival Foods La Crosse Copeland Ave. Online Grocery Pickup (Click N Go)



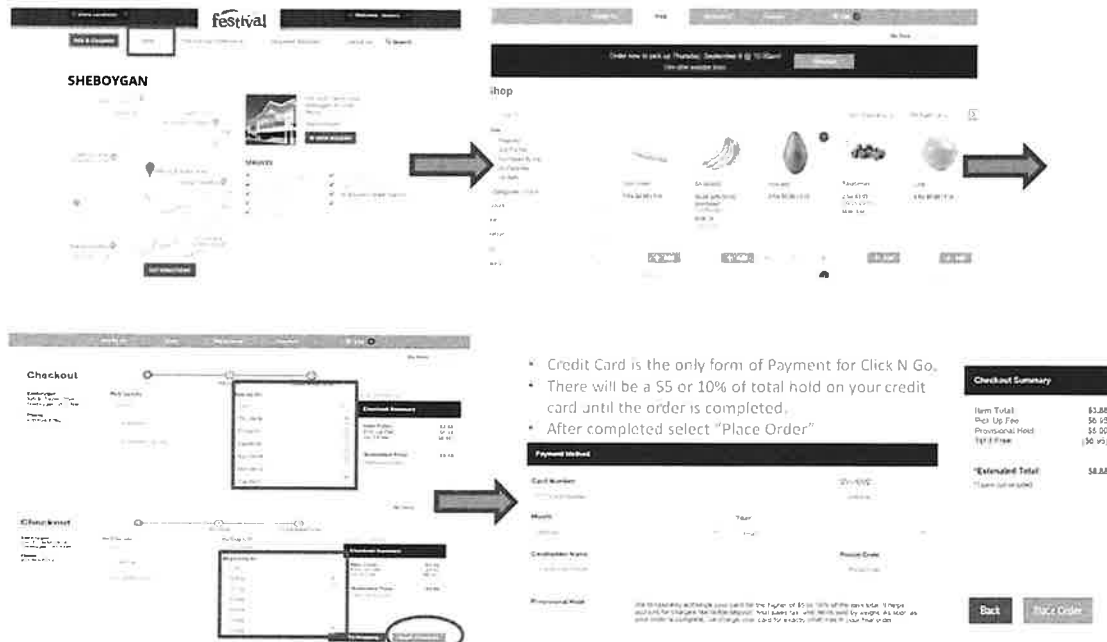
Compliance & Ethics

Online Grocery Pickup (Click N Go)

Procedure Guide

Placing Order

- Customer visits festfoods.com and creates an account by providing applicable information such as phone #, zip code, email address, etc.
- The customer will be able to select the store of their choice from our 31 options currently in Wisconsin. Not all locations are providing this service at this time.
- Customer will be able to shop for goods at their desired location.
- Customer will be able to select a pick up timeframe no less than four (4) hours from the time of placing the order.
- No orders containing alcohol will be accepted after 3:00 p.m. for same day pick up.
- Customer completes the order by supplying their credit card information.
- Festival Foods authorizes and holds the card information, but funds are not transferred from the card.



Customer Pickup: Order Review

- Online Grocery Pickup (Click N Go) is currently offered between 10am-7pm, 7 days a week (except holidays or other store closures).
- When the customer arrives they will park in a clearly defined parking stall within 150 ft. of the pickup door. They will then notify our online shopper of their arrival by calling or texting their name to our online shopper cell phone.
- Only online shoppers meeting the age requirements within the regulatory jurisdiction are allowed to handle and/or dispense orders with alcoholic beverage products.
- If alcohol is not allowed to be sold at the time of dispense, the associate will not complete the transaction. The item will be removed from the transaction and the physical product will be removed from the cart.
- Licensed operator must verify that the person placing the order is the same person picking the order up. Sale is only to be made by licensed operator.
- If the customer who placed the order is not the person driving the pick-up vehicle, the licensed operator will verify the driver is over 21 by verifying a photo ID. If the driver is not over 21 years of age, the item will be removed from the transaction and the physical product will be removed from the cart.
- If the person picking up the order containing alcoholic beverages is intoxicated, a manager will be called to the pick-up location to determine the sobriety for purposes of approving or denying the sale. If the customer is deemed to be intoxicated the item will be removed from the transaction and the physical product will be removed from the cart.
- If the customer is under 21 and/or cannot provide a valid ID, the alcohol beverage products will be removed from the transaction and the physical product will be removed from the cart.
- If over 21, the customer's order will be charged accordingly and the item will be placed into the customer's vehicle by our online shopper.

Customer Pickup: Dispensing

- Once the customer and online shopper have:
 - Reviewed any substituted items, fragile items, and out of stock items
 - Removed any rejected products that the customer no longer wants
 - Verified the customer's age and identification if the order contained any age restricted items (and if necessary, removed age restricted items)
- The customer is then charged for the items and the customer's account is charged with the final order amount (after removing the cost of any products removed from the order)