



A Helpful Smile In Every Aisle

July 13, 2022

Mayor Mitch Reynolds & Members of the Common Council
City Hall
400 La Crosse Street
La Crosse, WI 54601

Mayor Mitch Reynolds & Members of the Common Council,

Hy-Vee, Inc. is an employee-owned corporation operating more than 300 retail stores across eight Midwestern states with sales of more than \$12 billion annually. The supermarket chain is synonymous with quality, variety, convenience, healthy lifestyles, culinary expertise and superior customer service. Hy-Vee ranks in the Top 5 Most Trusted Brands and has been named one of America's Top 3 favorite grocery stores. The company's more than 80,000 employees provide "A Helpful Smile in Every Aisle" to customers every day. For additional information, visit www.hy-vee.com.

Hy-Vee, Inc. would like to request a Class B combination license for our new location called "Hy-Vee" at 4200 State Rd. 16, La Crosse, WI 54601. The size of the new location will be 104,575 square feet and will include areas for retail food sales, wine and spirits sales (Off premise consumption), and restaurant sales. (On premise consumption) The on premise liquor license will be used from 7 am-8 pm daily by 10 employees. The off premise liquor license will be used from 8 am-9 pm daily by 12 employees.

In addition to the grocery store, Hy-Vee will be opening a convenience store called "Hy-Vee Fast and Fresh," located at 4180 State Rd. 16, La Crosse, WI 54601 that will be selling fuel and other convenience items. Hy-Vee, Inc. would like to request a Class A liquor license for this location.

We are planning to open both locations mentioned above October 2022.

If you have any additional questions, please do not hesitate to reach out.

Thank you for your consideration,

Andrew Schroeder
Vice President, Accounting

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