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August 21, 2017

VIA UPS

Beverly Searvogel, Deputy City Clerk
City of Appleton
100 N. Appleton Street
Appleton, WI 54911

**RE: Walmart #2958 - 3701 E. Calumet Street
Change of Premises Description for Alcohol Beverage License**

Dear Ms. Searvogel:

Quarles & Brady serves as legal counsel for Walmart with respect to alcohol beverage licensing in Wisconsin. In connection with an online grocery pickup service that Walmart is launching in select Wisconsin stores, enclosed are the following documents:

1. A letter from Walmart requesting a revision to the premises description on the Alcohol Beverage License for their Appleton store to include designated locations in the store's parking lot for online grocery pickup.
2. A site map and floor plan for the Appleton Walmart store.

Please contact me at (813) 387-0279 or by email at becky.diller@quarles.com if you have any questions or need additional information regarding this request or Walmart's online grocery pickup program.

Very truly yours,

Rebecca A. Diller
Corporate Paralegal

Enclosures
QB\47760053.1



August 18, 2017

Beverly Searvogel, Deputy City Clerk
City of Appleton
100 North Appleton Street
Appleton, WI 54911-4799

RE: Walmart #2958 - 3701 E. Calumet Street
Change of Premises Description for Alcohol Beverage License

Dear Ms. Searvogel:

Walmart is launching an online grocery pickup service in select stores in Wisconsin. Customers using this service will be able to place an order online and provide a credit card to hold the order. The customer will then come to their local Walmart store to complete the payment and pick up the order at either a pickup canopy or a dedicated parking space.

Walmart would like to offer their customers in your community the opportunity to include alcohol beverages in an online order. Our attorneys have contacted the Department of Revenue, which has confirmed that this is permitted under Wisconsin law. Per Tyler Quam, Special Agent with the Department, an online grocery order may include alcohol beverages if payment is made at the store and the customer's age is verified by an employee licensed to sell alcohol beverages in a face-to-face transaction that occurs within the licensed premises. Walmart, therefore, is seeking to amend the premises description in its current license to include the pickup location (canopy or dedicated parking space), as follows:

1 room, 1 story, approximately 205,721 sq. ft. including canopy locations in parking lot specifically designated for online grocery pickup.

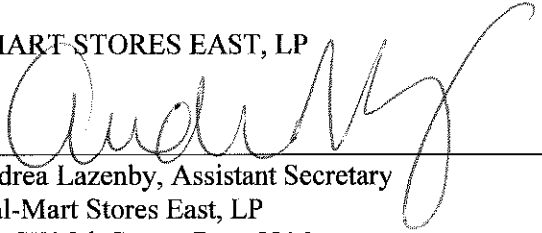
We have enclosed a site map and floor plan for the local Walmart store showing the location of the canopy or dedicated parking space.

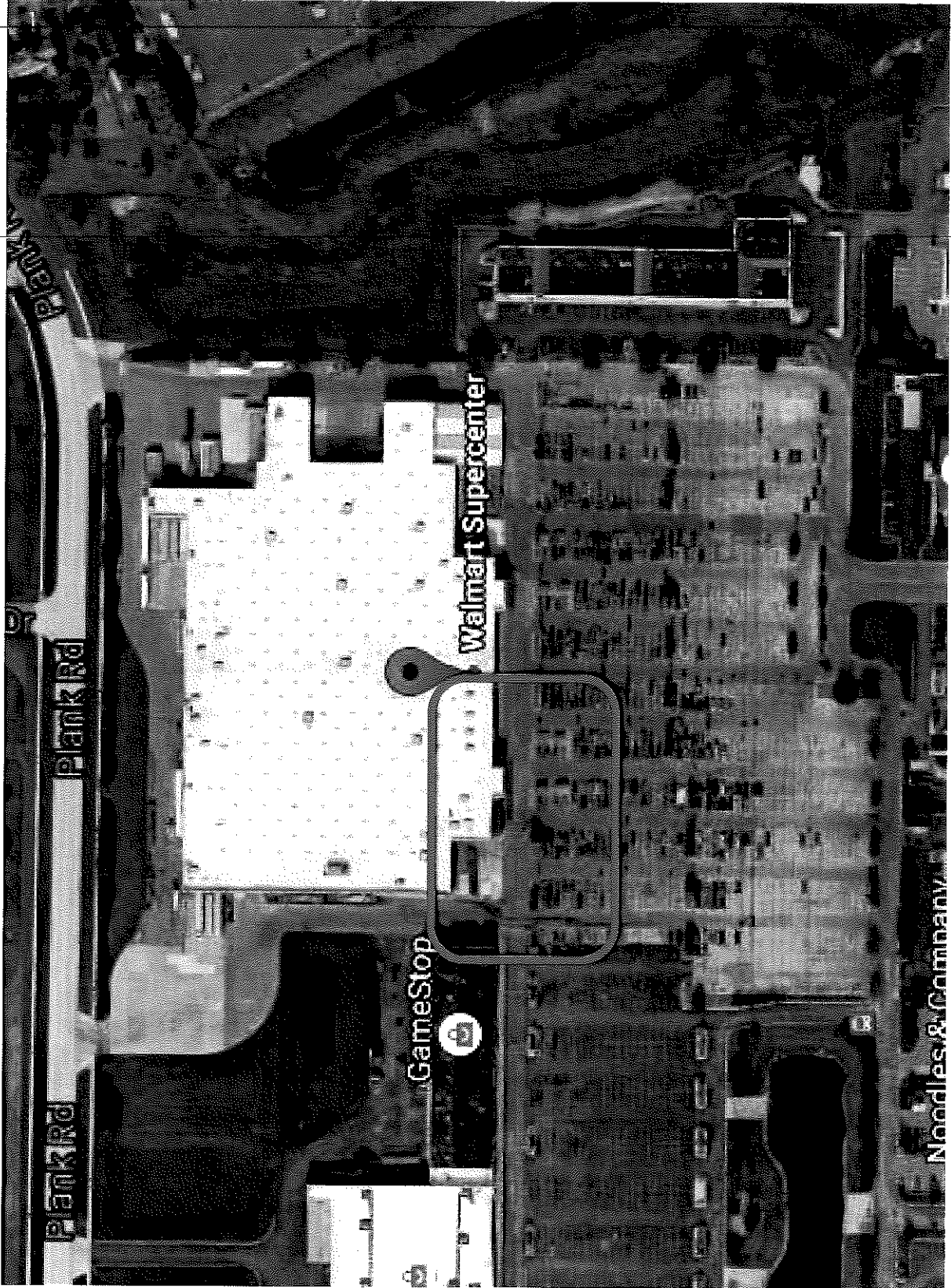
We are aware that this change will require approval of the Licensing Committee and the City Council. We request that this proposed amendment be considered at the next upcoming meeting, and would be pleased to make a Walmart representative available upon request at this meeting to answer questions.

Please let us know if you have questions or require additional information.

Very truly yours,

WAL-MART STORES EAST, LP

By: 
Andrea Lazenby, Assistant Secretary
Wal-Mart Stores East, LP
702 SW 8th Street, Dept 8916
Bentonville, AR 72716-0500
Phone: (479) 204-9973





Walmart

Pickup Door

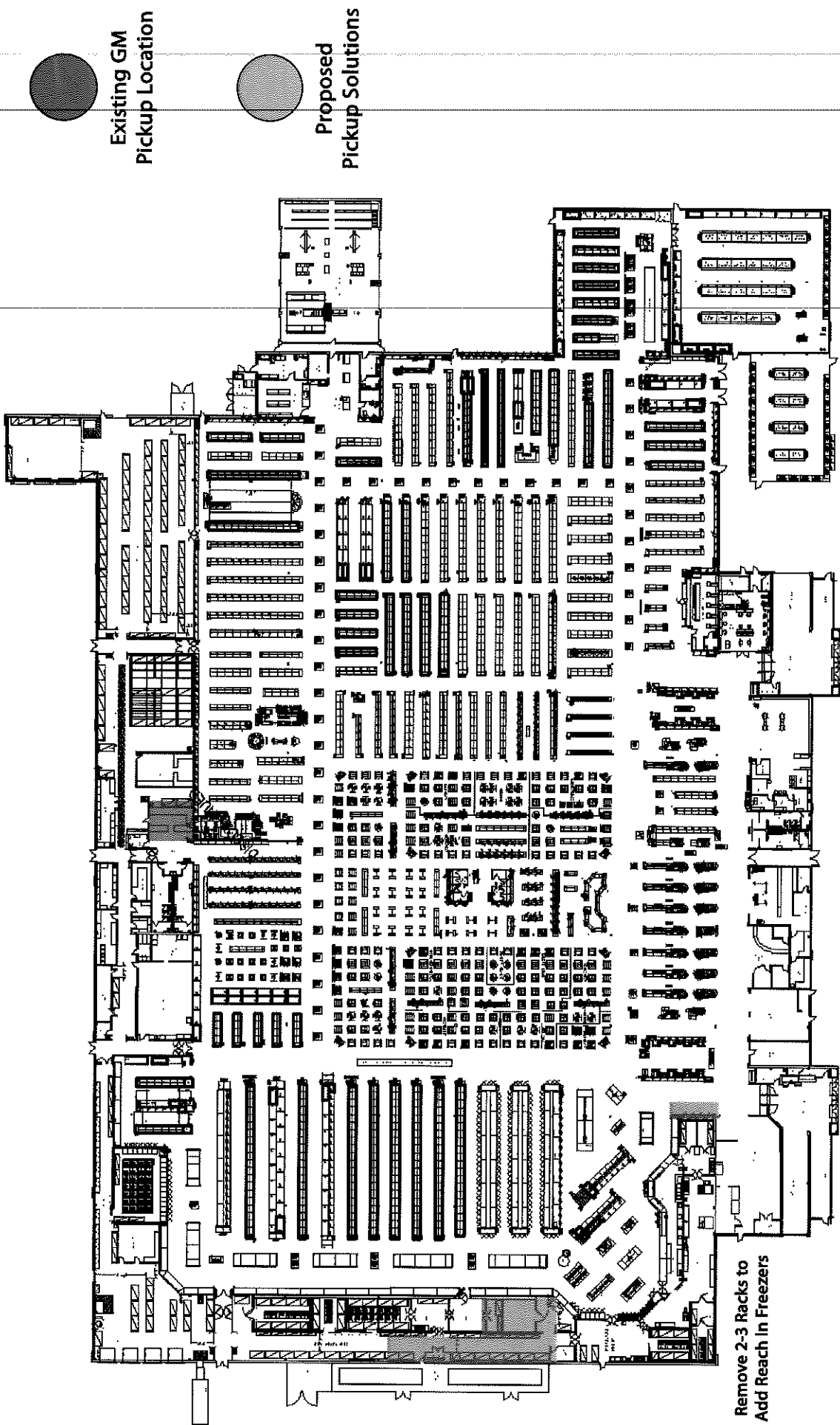
10 Stalls No Canopy

Walmart

Store #2958 Appleton, WI

11/15/2016 Page 3

Walmart Pickup



Existing GM
Pickup Location

Proposed
Pickup Solutions

Remove 2-3 Racks to
Add Reach In Freezers



Store #2958 Appleton, WI

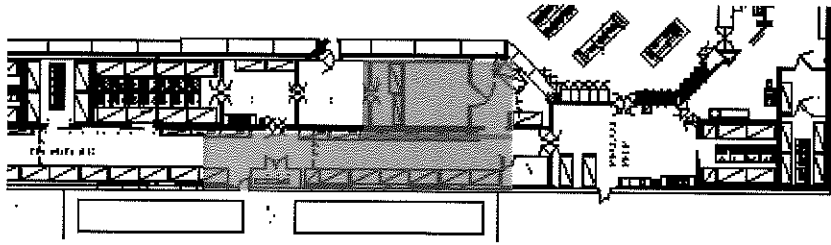
11/15/2016 Page 4



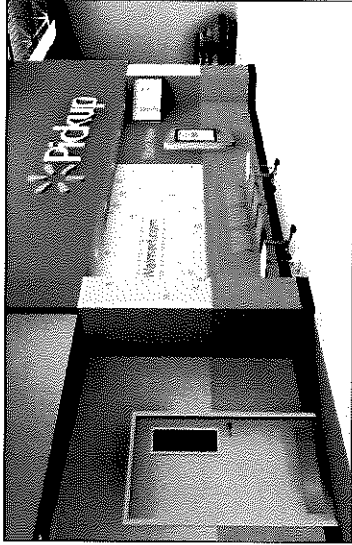
Pickup

Check In & Marshalling

Baseline



Feature Space



Low Cap



OGP - 100 OPD
(Dollies)

