# *Appleton*

*"meeting community needs*
*......enhancing quality of life"*

## REQUEST for
## Beer/Liquor License
## Premise Amendment

| FEES ARE NON-REFUNDABLE | Date Recv'd ___/___/____ |
|---|---|
| License Fee      $ 10.00 | Acct. 11030.4306 |
| Receipt _____ | |

| SECTION 1 – LICENSE INFORMATION |
|---|

**Name of Establishment**    FESTIVAL FOODS

**Address of Establishment**    1200 NORTHLAND AVENUE, APPLETON, WI 54901

| **Name of Agent**    CHAD D MEYER | **Phone Number** 920-968-2212 |
|---|---|

| SECTION 2 – PREMISE AMENDMENT |
|---|

**Please describe the change in premises:**

***A drawing/diagram of the proposed area must also be submitted with this application***

**84,054 SQ FEET, ONE STORY BUILDING, SEPARATE WINE & SPIRITS ENTRANCE, LOCKED BACK ROOM STORAGE, <u>DESIGNATED STALLS IN PARKING LOT FOR ONLINE GROCERY PICK-UP</u>**

| **Is this change Permanent?** <br> X <br> ☐    ☐ <br> **YES**    **NO** | **If this is temporary please specify the reason for the amendment:** |
|---|---|

**Please list the date(s) and time(s) that this temporary premise amendment will be utilized:**
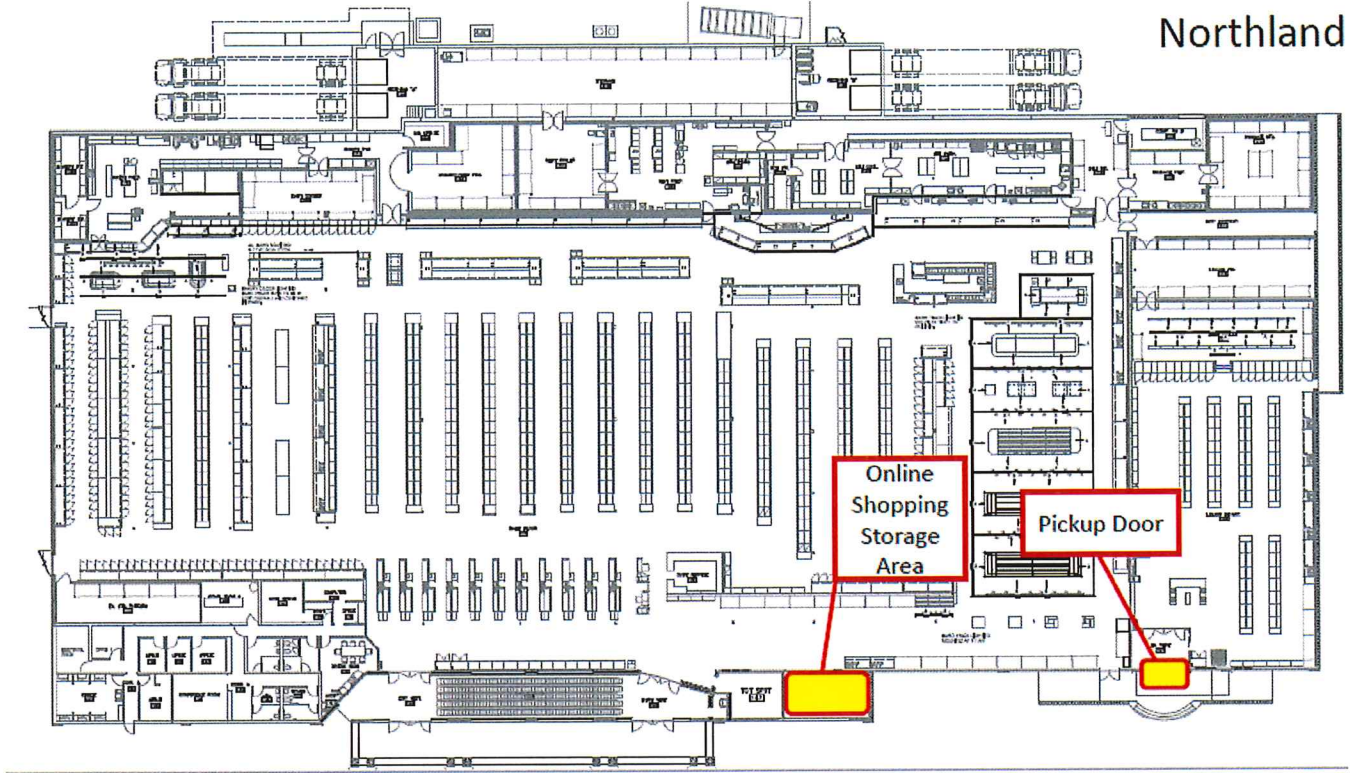
**OCTOBER 17, 2018 TO PUBLIC**

| SECTION 4 – PENALTY NOTICE |
|---|

I certify that I am familiar with Section 9-52 of the Municipal Code of the City of Appleton and agree that any license granted under this application may be suspended for cause at any time by the Common Council.
Under penalty of law, I swear that the information provided in this application is true and correct to the best of my knowledge and belief.

Signature of Applicant: _Sandra Kyone_____

| FOR OFFICE USE ONLY | | | | |
|---|---|---|---|---|
| *Department* | *Approve* | *Deny* | *By* | *Reason* |
| Comm. Dev. | | | | |
| Finance | | | | |
| Fire | | | | |
| Health | | | | |
| Inspections | | | | |
| Police | | | | |

| S&L | Council | Date Issued | Exp. Date | License Number |
|---|---|---|---|---|

Northland

Online Shopping Storage Area

Pickup Door

FESTIVAL FOODS
Click N Go
— WEBSITE TO CURBSIDE —

Parking for Online Shopping

Pickup Door

FESTIVAL FOODS
Click N Go
— WEBSITE TO CURBSIDE —

# 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.
- 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.

- Where allowed by state and local law, customers can include alcoholic beverage products in their online grocery order through festfoods.com
- Orders containing alcohol will be flagged with notification explaining the restrictions around purchasing this product.
- The following verbiage will be included on all orders during checkout.

> GOVERNMENT WARNING: (1) According to the Surgeon General, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects. (2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems.
>
> Sale of alcohol to minors is prohibited.
>
> At pickup, you must show a valid photo ID confirming that you are age 21 or over. Accepted forms of ID are: Driver's License, State-issued Identification Card, U.S. Passport, Military ID Card, or Tribal ID in specific states, or other similar government issued ID's that are recognized within the state. No discounts, coupons, or tax-exempt sales may be applied to alcohol.
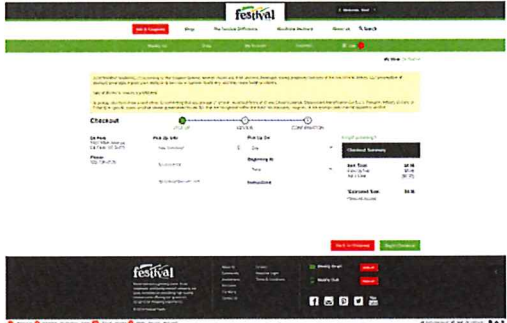


## Picking/Staging

- On the day a customer is scheduled to pick up an order, a Festival Foods associate, identified as an "Online Shopper", will "shop" for the customer order in the store.
- All shopping is completed on the pickup day to ensure the customer receives the freshest products.
- If a customer's order contains alcohol product, it will be flagged with a "Check ID" sign so that the Online Shopper knows to card the guest at time of pickup.
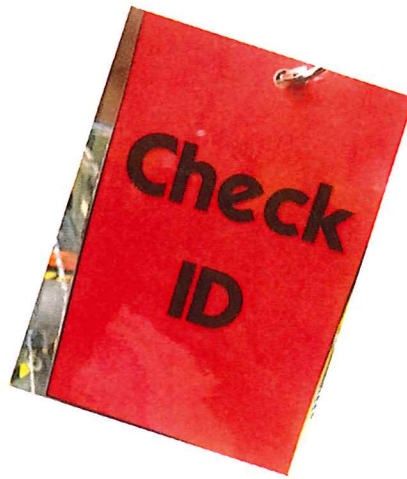
- This sign will enable our online shoppers to clearly identify items that are subject to additional regulatory restrictions.
- All picked orders are kept in a secure backroom staging area, not open to the public, and only where Festival Foods employees are permitted to enter.

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 notify our online shopper of their arrival by calling or texting their name to our online shopper's 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 their cart.
- Must verify the driver is over 21, photo ID must be verified by a licensed operator.
- 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 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.
- If the customer is under 21 and/or cannot provide a valid ID, the alcohol beverage products are removed from the customer's order and the customer is not charged for these products.

Customer Pickup: Dispensing

- Once the customer and online shopper have:

- o Reviewed any substituted items, fragile items, and out of stock items
- o Removed any rejected products that the customer no longer wants
- o 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)
- The online shopper places the final order into the customer's vehicle, and the transaction is considered complete.

FESTIVAL FOODS
Click N Go
— WEBSITE TO CURBSIDE —