



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

REQUEST for Beer/Liquor License Premise Amendment

FEES ARE NON-REFUNDABLE	Date Recv'd <u>9/17/2020</u>
License Fee \$10.00/event	Acct: CLCAGP
Receipt <u>1346-0003</u>	

SECTION 1 – LICENSE INFORMATION

Name of Establishment <u>Skogen's Foodliner Inc. DBA Festival Foods</u>	
Address of Establishment <u>1200 W. Northland Avenue Appleton, WI 54901</u>	
Name of Agent <u>Paul Klinkhammer</u>	Phone Number <u>920-968-2212</u>

SECTION 2 – PREMISE AMENDMENT

Please describe the change in premises:
A drawing/diagram of the proposed area must also be submitted with this application
Please see attached

Is this change Permanent? <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO	If this is temporary please specify the reason for the amendment:
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Please list the date(s) and time(s) that this temporary premise amendment will be utilized:

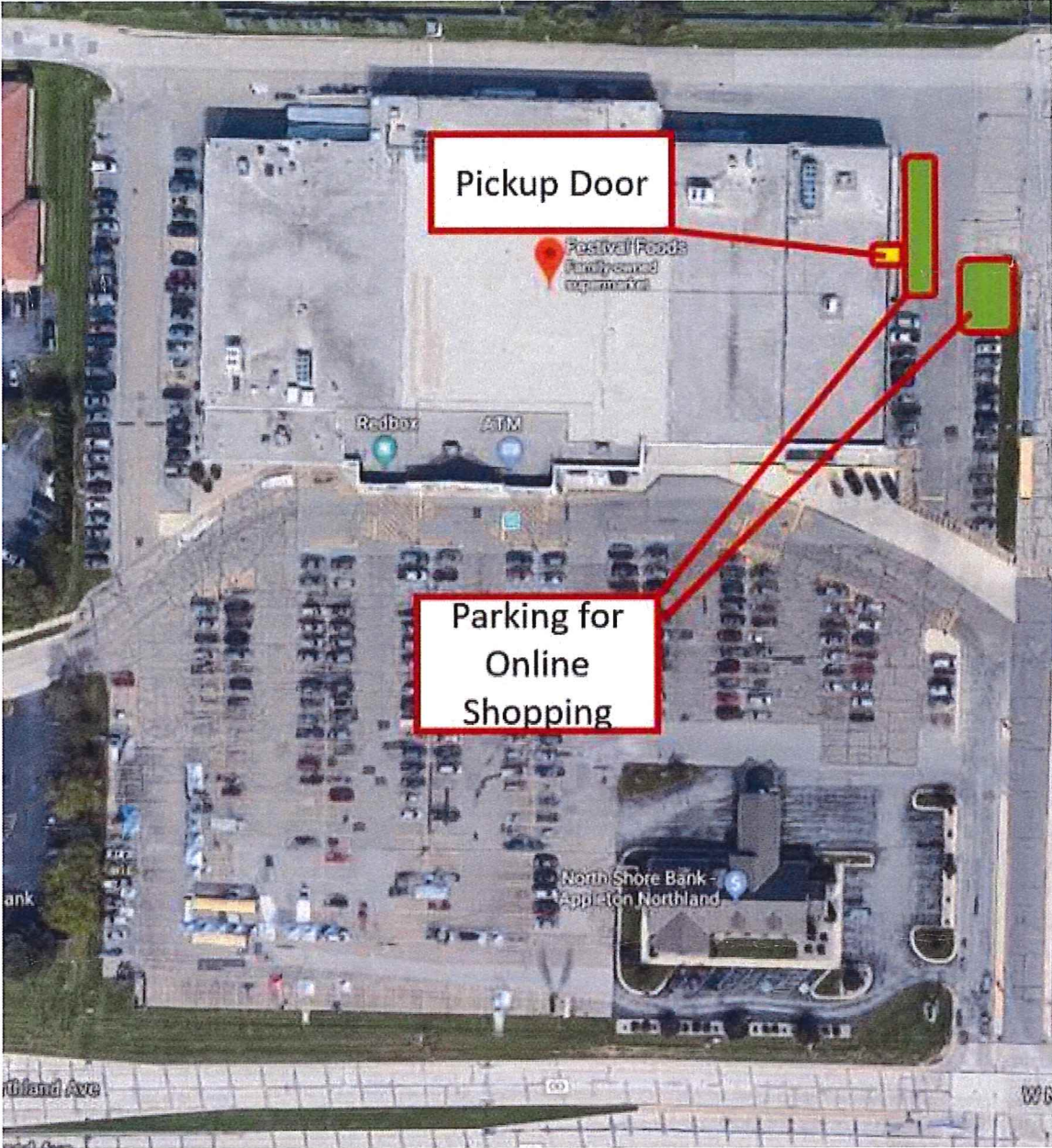
SECTION 3 – PENALTY NOTICE

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.

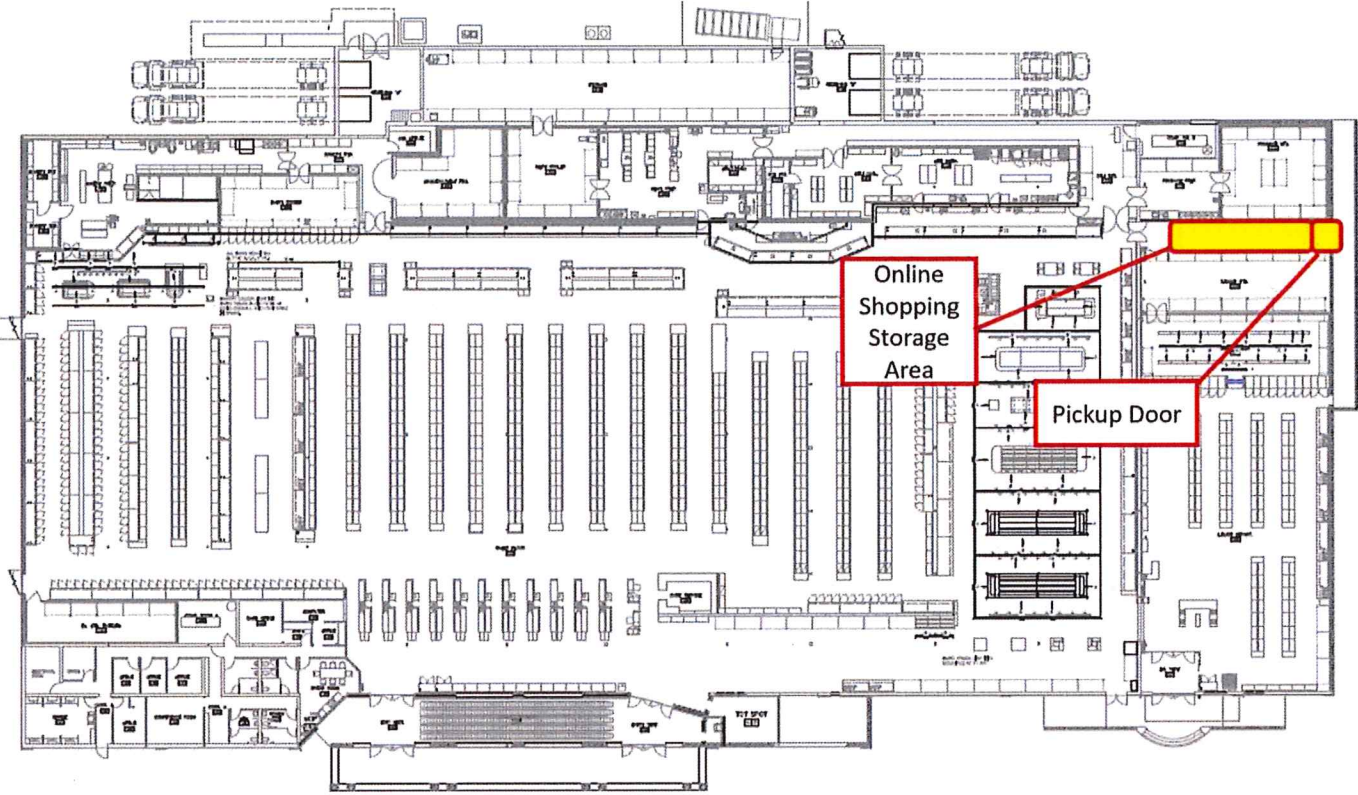
Signature of Applicant: Andrew T. Bell

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

Festival Foods Appleton Northland Online Shopping (Click N Go)



Festival Foods Appleton Northland Online Shopping (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 33 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 4:00 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.

The screenshots illustrate the user journey on the Festival Foods website. The top row shows the 'SHEBOYGAN' store selection screen with a map and a list of services. The middle row shows the shopping cart with items like 'Bananas' and 'Apples'. The bottom row shows the checkout process, including the 'Payment Method' section where a credit card is selected, and the 'Checkout Summary' table.

Item	Amount
Item Total	\$3.88
Pick Up Fee	\$6.99
Provisional Hold	\$3.00
Tax \$ Free	(\$6.99)
Estimated Total	\$0.88
*Taxes not included	

Payment Method

Card Number:

Month: Year:

Cardholder Name:

Provisional Hold: We temporarily authorize your card for the higher of \$5 or 10% of the item total. It helps account for charges like bottle deposit, final sales tax, and items sold by weight. As soon as your order is complete, we charge your card for exactly what was in your final order.

Buttons: Back, Place Order

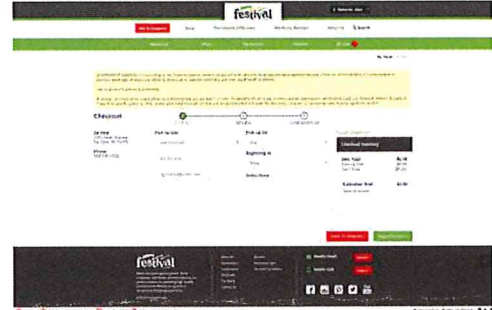


- Where allowed by state and local law, customers can include alcoholic beverage products in their online grocery order through festfoods.com
- Orders containing alcohol will be flagged with notification explaining the restrictions around purchasing this product.
- The following verbiage will be included 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 prompting the Online Shopper to ask for and verify a valid form of identification from the guest at the time of pickup.



- This sign will enable our online shoppers to clearly identify items subject to additional regulatory restrictions.
- All picked orders are kept in a secure backroom staging area, not open to the public, where only Festival Foods employees are permitted to enter.



Customer Pickup: Order Review

- When the customer arrives they will park in a clearly defined parking stall under video surveillance (video kept 30 days) 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's cell phone.
- Online Grocery Pickup (Click N Go) is currently offered between the hours of 8:00 a.m. – 8:00 p.m., seven (7) days a week (except holidays or other store closures).
- If alcohol is not allowed to be sold at the time of dispense, the item will be removed from the transaction and the physical product will be removed from the cart before completing the transaction.
- Online shoppers must meet age requirements and possess any required licenses within the regulatory jurisdiction to be allowed to handle and/or dispense orders with alcoholic beverage products.
- Sale will only to be made by licensed operator.
- Licensed operator verifies the person placing the order is the same person picking the order up.
- Licensed operator verifies the age of the customer through a visual inspection of their ID as well as by scanning the ID using the "Bar & Club Stats ID Scanner" application.
- If the customer 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)
- The online shopper places the final order into the customer's vehicle, and the transaction is considered complete.

