

**Mackenzie Reed-Kadow**

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**From:** Deborah Neuser  
**Sent:** Tuesday, October 16, 2018 1:26 PM  
**To:** James Brey - D4  
**Cc:** Mackenzie Reed-Kadow  
**Subject:** FW: Festival Foods - Expansion of Premises for Liquor License Manitowoc  
**Attachments:** MTW - Click N Go Pickup Procedure Guide & Map.docx; MTW request letter.docx

Alder Brey – Please advise when you have a date for the next Finance Committee meeting and I will invite a representative from Festival Foods. It appears they are aware of all of the alcohol licensing laws and they have a handle on how to do this.

Festival is not the only one asking about a pick up for alcohol. Applebees has inquired but not formally made their request.

Deborah

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**From:** Tamra Thomson [<mailto:TThomson@festfoods.com>]  
**Sent:** Tuesday, October 16, 2018 12:53 PM  
**To:** Deborah Neuser  
**Subject:** Festival Foods - Expansion of Premises for Liquor License Manitowoc

Hi Debra,

I've attached our letter of request to expand our premises for Festivals' liquor licensing. Also included is our layouts/maps and procedures. Please let me know if I should Fed Ex hard copies.

Also, can you confirm that this will go before the Nov 6 Finance Committee and then the Nov 19 City Council? We can have our store director/agent present if that would be helpful.

Thank you for your help,

Tamra Thomson  
Staff Accountant 1  
Skogen's Festival Foods  
3800 Emerald Drive East  
Onalaska, WI 54650  
608-779-2723  
[tthomson@festfoods.com](mailto:tthomson@festfoods.com)  
[www.festfoods.com](http://www.festfoods.com)



October 16, 2018

City of Manitowoc  
City Clerk, Debra Neuser  
900 Quay Street  
Manitowoc, WI 54220

Re: Festival Foods Manitowoc – 2151 South 42<sup>nd</sup> Street  
Change of Premises for Alcohol Beverage License

Dear Debra:

Festival Foods 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 the local Festival store to complete the payment and pick up the order.

Festival Foods is seeking to amend the premises description on its current license to include the pickup location as follows:

70,014 sq. ft., with separate wine and spirits entrance, enclosed and gated storage, designated stalls in parking lot for online grocery pickup.

We have attached a site map and floor plan for the store showing the location of the dedicated parking spaces. We have also included a copy of our Click N Go Procedure Guide.

We are aware that this change will require approval and request that this proposed amendment be considered at the next available meeting. We will have a representative present to answer any questions.

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

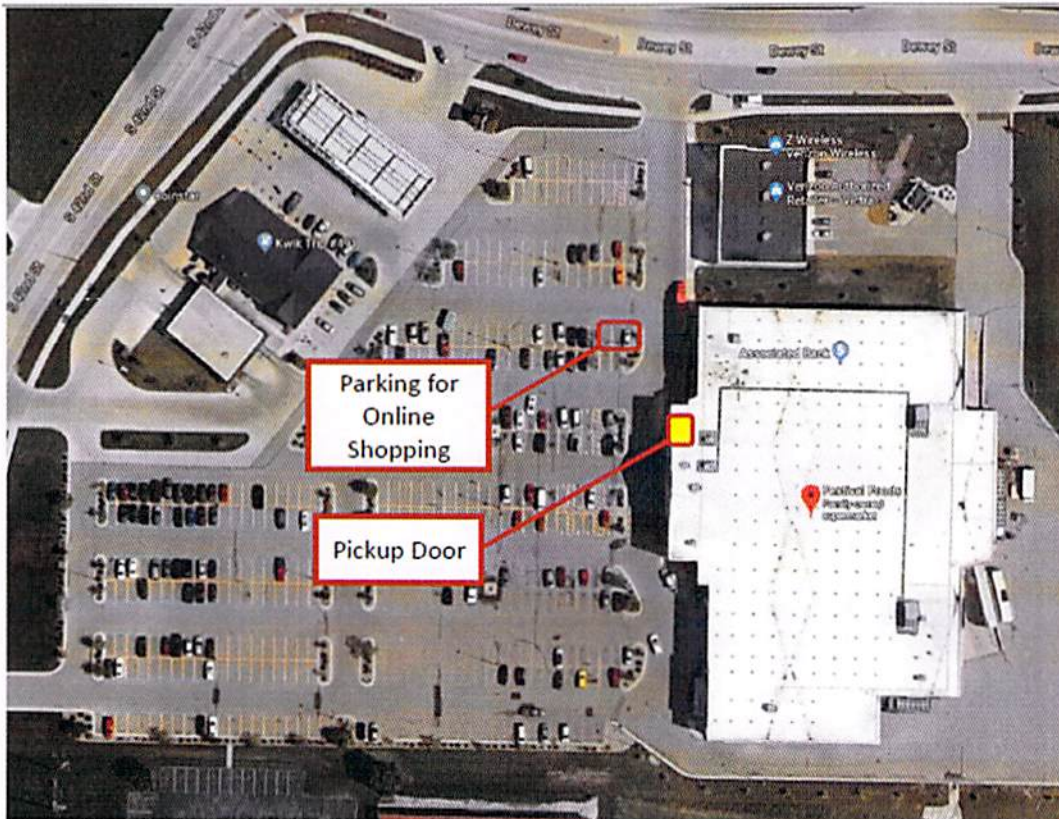
Sincerely,

Tamra Thomson  
Staff Accountant 1  
Skogen's Festival Foods  
3800 Emerald Drive East  
Onalaska, WI 54650  
608-779-2723  
[tthomson@festfoods.com](mailto:tthomson@festfoods.com)  
[www.festfoods.com](http://www.festfoods.com)

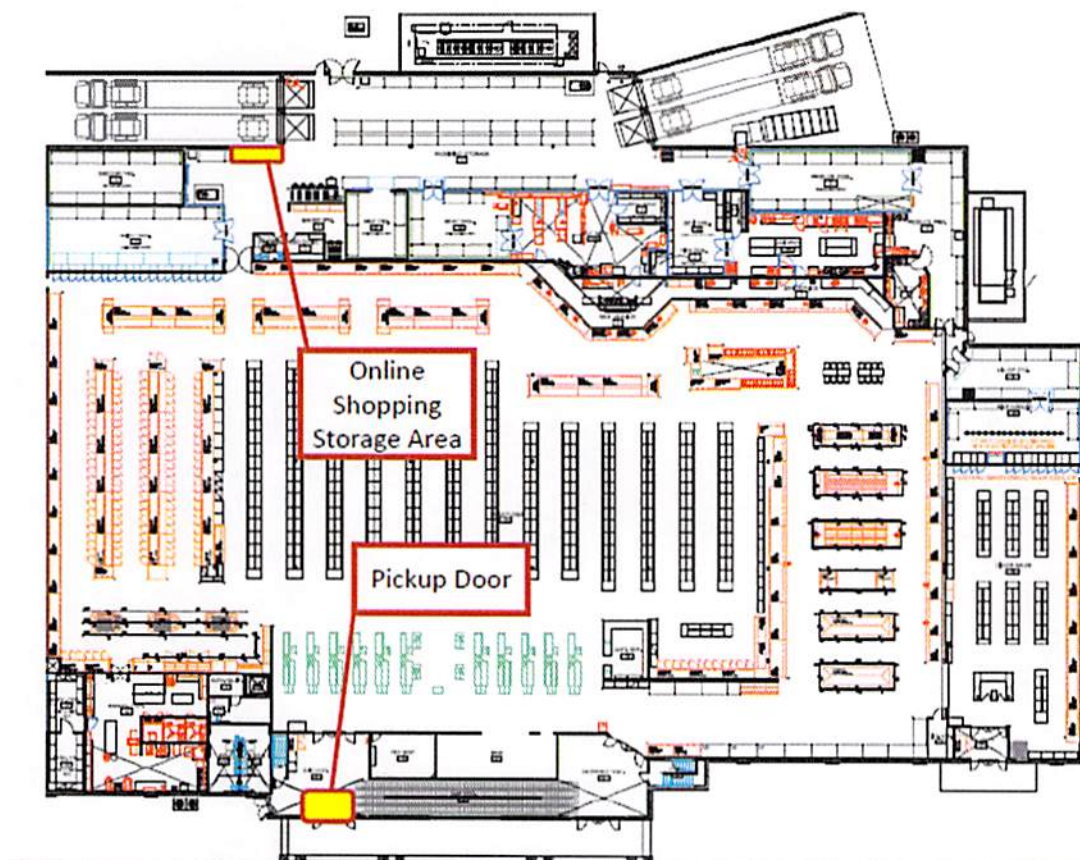


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# Compliance & Ethics

## 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.

**Checkout**

**Checkout Summary**

New Total:	\$3.88
Pick Up Fee:	\$6.95
Provisional Hold (for 3 Days):	\$1.00
<b>*Estimated Total:</b>	<b>\$11.83</b>
*Taxes not included	

**Payment Method**

Card Number:

Month:  Year:

Cardholder Name:

Provisional Hold:

**Back** **Place Order**

- Credit Card is the only form of Payment for Click N Go.
- There will be a \$5 or 10% of total hold on your credit card until the order is completed.
- After completed select "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 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:
  - 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.

