

Customer Credit Application
Frank Beverage Group

Account # (FBG will assign): _____

Open Date: _____

Business Information

Licensee Name: _____

Business Name (DBA): _____

WI Seller's Permit #: _____

Agent: _____

Business Federal Tax ID: _____

Retail Alcohol License/Permit Type: _____ Alcohol License #: _____

☐ Class A Liquor ☐ Class B Liquor ☐ Class C Wine *Attach a copy of your retail license*

☐ Class A Fermented Malt Beverage

☐ Class B Fermented Malt Beverage ☐ Temporary Class B - Picnic/Event

General Description of Business: _____

(For example: concept of beverage program/main product focus; type of location: wine bar, tavern, restaurant, grocery store, convenience store, hotel, bowling alley, etc.)

Certification of Wisconsin Sales and Use Tax Exemption

I attest that the beverage items being purchased will be resold. In the event any such items are used for any purpose other than retention, demonstration, or display while holding it for sale, I understand that I am required to report and pay the tax on the purchase of those items.

Single Purchase

Continuous Purchase

Owner/Agent Signature & Date

Business Address Line 1: _____

Business Address Line 2: _____

City: _____ State: _____ Zip: _____ County: _____

Municipality (check one): ☐ Village of: ☐ City of: ☐ Town of: _____

Business Phone #: _____ Business Fax #: _____

Owner Name: _____

Owner SSN: _____

Owner Home Address: _____

Phone: _____ Cell: _____ Email: _____

Primary Contact: _____ Title: _____

Phone: _____ Cell: _____ Email: _____

Secondary Contact: _____ Title: _____

Phone: _____ Cell: _____ Email: _____

Accounting Contact:

Contact: _____ Email: _____

Phone #: _____ ext: _____ Fax #: _____

Alternate Billing (ie: Corporate Billing/Accounting Contact)

Business Name: _____

Address Line 1: _____

City: _____ State: _____ Zip: _____

Customer Account Settings Requested:

Electronic Statements? Liquor: ☐ YES ☐ NO Beer: ☐ YES ☐ NO

Electronic Invoice Copies? Liquor: ☐ YES ☐ NO Beer: ☐ YES ☐ NO

email address for statements/invoices: _____

Backorders Accepted? Liquor: ☐ YES ☐ NO Beer: ☐ YES ☐ NO

Combine Liquor & Wine orders to single invoice? ☐ YES ☐ NO

Delivery: Hours of operation/Delivery window: _____

Permanent Delivery Instructions: _____

Wisconsin Department of Revenue
Income, Sales, Inheritance & Excise Tax Division
PO Box 8903
Madison, WI 53708
(608) 266-2776

Wisconsin Resale Certificate

() Single Purchase ☒ Continuous

I hereby certify that I hold Seller's Permit Number _____ issued pursuant to
Wisconsin Sales and Use Tax Law, and that I am engaged in the business of operating a: _____.
(e.g. Grocery, Tavern, etc)

That in the operation of this _____ (e.g. Grocery, Tavern, etc) the tangible
personal property or taxable service described herein which I purchase from

Frank Beverage Group

d/b/a Frank Liquor Company, Frank Liquors of La Crosse, Frank Beer Distributors Inc., La Crosse Beverage LLC

will be resold, leased, or rented by me; provided, however, that in the event any such property is used for any purpose other
than retention, demonstration, or display while holding it for sales, lease, or rental in the regular course of business I understand
that I am required by the Sales and Use Tax Law to report and pay the tax measured by the purchase price of such property.

Wine, Spirits, Beer, Other Beverages, Mugs, Hats, Shirts, Other Promotional Products, Glassware, and Miscellaneous Items.

(Description of kind of property purchased must be provided for the certificate to be valid. For a "Single Purchase" certificate,
itemize the property purchased. For a "Continuous" certificate, give general description of the kind of property
to be purchased for resale, lease, or rental in the regular course of the purchaser's business.)

A "Continuous" certificate giving a general description of the kind of property purchased is good until revoked in writing. If a
purchaser, who has given a "Continuous" certificate asserts that he or she is buying for resale property of a kind normally not
resold in his business, the seller should ask for a "Single Purchase" resale certificate listing the specific Property.

Purchaser's Business Name:

Purchaser's Signature

Printed Name

Title

Date



Credit Policy

State of Wisconsin, Department of Alcohol and Tobacco Enforcement

Violation of Wisconsin Statute 125.33 (7) or 125.69 (4) may result in review of credit terms

Excerpt from Wisconsin Statute 125.33(7):

(7) RETAIL PURCHASE CREDIT RESTRICTIONS (Fermented Malt Beverages)

(a) Restrictions on sales

1. No fermented malt beverages retail licensee or permittee may
 - a. Receive, purchase or acquire fermented malt beverages from any licensee except for cash or credit for a period of not more than 15 days.
 - b. Receive, purchase or acquire fermented malt beverages from any licensee or permittee if at the time of the receipt, purchase or acquisition he or she is indebted to any licensee or permittee for fermented malt beverages received, purchased, acquired or delivered more than 15 days earlier.

Excerpt from Wisconsin Statute 125.69(4):

(4) RETAIL PURCHASE CREDIT RESTRICTIONS (Intoxicating Liquor)

(a) RESTRICTIONS ON SALES

- 1 No intoxicating liquor retail licensee or retail permittee may:
 - a. Receive, purchase or acquire intoxicating liquor from any permittee except for cash or credit for a period of not more than 30 days.
 - b. Receive, purchase or acquire intoxicating liquor from any permittee if at the time of the receipt, purchase or acquisition, he or she is indebted to any permittee for intoxicating liquor received, purchase, acquired or delivered more than 30 days earlier.

GENERAL INFORMATION

- All customers applying for credit terms must submit a general credit application provided by Frank Beverage Group
- Credit terms will be established upon review and approval of the credit application
- Accepted forms of payment include: Cash, Check, Certified Check, Money Order, EFT, Credit Card*

*Note: A 3% service fee is charged for all credit card transactions

CREDIT HOLD POLICY

- Past due balances will result in customer account being placed on credit hold
- Orders will not be accepted for processing from customers who are on credit hold
- Credit hold will not be removed until payment of past due balance is received
- A post-dated/hold check is not considered payment until it becomes available for deposit

NSF CHECK POLICY

- We accept only cash, certified check, money orders or credit card for repayment of an NSF
 - Customers having NSF checks outstanding are immediately placed on credit hold
 - NSF Payments will be subject to a \$25 service fee
 - Three NSF payments from a customer will result in revocation of existing credit terms.
- All outstanding invoices will also come due immediately and must be paid before order processing will continue.

We reserve the right to:

- Request cash or cash equivalent
- Establish credit terms

I, _____, for myself and for _____ [Retail Licensee]
and all of its owners, officers, directors, employees and agents hereby acknowledge and accept the terms and conditions set forth
in this credit policy and, accordingly, agree that _____ [Retail Licensee] will act only in strict
accordance with such terms and conditions.

Purchaser's Signature

Printed Name

Title

Date

Business Name

FRANK BEVERAGE GROUP
2115 PLEASANT VIEW ROAD
MIDDLETON WI 53562
www.frankbeveragegroup.com

PERSONAL GUARANTY OF PAYMENT

THIS UNLIMITED PERSONAL GUARANTY OF PAYMENT (the "Guaranty") is made as of this ____ day of _____, 20__ by _____ OWNER'S NAME HERE (the "Guarantor"), and adult resident of the State of Wisconsin, for the benefit of the Frank Beverage Group (Frank Liquor Company, Frank Liquors of La Crosse, Frank Beer Distributors, Inc. and La Crosse Beverage LLC).

WHEREAS, _____ BUSINESS LICENSEE NAME HERE (the "Retail Licensee") has been extended credit by the Frank Beverage Group; and,

WHEREAS, the Guarantor is an individual owner of the Retail Licensee and has agreed to execute this Guaranty to guaranty any and all financial obligations of the Retail Licensee to the Frank Beverage Group.

NOW, THEREFORE, in consideration of the foregoing and in order to induce the Frank Beverage Group to extend credit to the Retail Licensee, the Guarantor hereby agrees as follows:

1. Unlimited Guaranty. The Guarantor does hereby unconditionally and irrevocably guaranty to the Frank Beverage Group full, prompt and faithful payment of all amounts and any charges due or to come due owed by the Retail Licensee to the Frank Beverage Group.
2. Absolute Guaranty. The liability of the Guarantor shall be absolute and unconditional, shall be binding on the Guarantor's heirs, representatives, and assigns, and shall not be discharged except upon the full and complete payment of all guaranteed obligations. The Guarantor acknowledges and agrees that the liability of the Guarantor hereunder shall not be discharged, released, or otherwise affected by:
 - (a) The bankruptcy, insolvency, dissolution, or liquidation of the Retail Licensee or any other guarantor of the Retail Licensee;
 - (b) Any defense, whether legal or equitable, available to the Retail Licensee with respect to all guaranteed obligations; or,
 - (c) the death of the Guarantor.
3. Continuing Guaranty. This is a continuing guaranty and will remain fully in effect until all such guaranteed obligations have been paid in full.
4. Guaranty of Payment. This is a guaranty of payment, not of collection. Prior to enforcing this Guaranty, the Frank Beverage Group shall have no obligation to proceed against the Retail Licensee, any other guarantor of the guaranteed obligations, or any other party. Guarantor waives the right to require the Frank Beverage Group to pursue any other remedy for the benefit of the Guarantor.
5. Recourse to Community Property. Any married person signing this Guaranty as a Guarantor agrees that recourse may be had against the marital/community property of assets of said person, and against his or her separate property of the satisfaction of all obligations of such Guarantor under this Guaranty.

6. Waiver of Notice, etc. The Guarantor expressly waives the following:

- (a) All notices with respect to the guaranteed obligations, including, without limitation, notice of the acceptance of this Guaranty by the Frank Beverage Group and notice of a default or an event of default, or notice of the nonpayment of any guaranteed obligation;
- (b) Presentment and demand for payment with respect to this Guaranty, and protest, notice of protest, notice of dishonor or nonpayment of any of the guaranteed obligations;
- (c) Any right to setoff or any counterclaims that either the Retail Licensee or the Guarantor could assert against the Frank Beverage Group which would impair the Frank Beverage Group's rights against the Guarantor hereunder; and
- (d) Any right to demand marshalling.

7. Payment of Costs of Collection. The Guarantor agrees to pay reasonable attorneys' fees and all other costs and expenses which may be incurred in the enforcement of this Guaranty against the Guarantor.

8. Entire Agreement. This Guaranty shall constitute the entire agreement of the parties pertaining to the subject matter hereof and supersedes all prior or contemporaneous agreements and understandings of the parties in connection therewith.

9. Severability. In case any one or more of the provisions contained in this Guaranty shall be invalid, illegal, or unenforceable in any respect, the validity, legality, and enforceability of the remaining provisions contained herein shall not in any way be affected or impaired thereby.

10. Continuing Effect. This Guaranty shall inure to the benefit of and be enforceable by any successor of the Frank beverage Group and the Frank Beverage Group's assigns, and shall be binding upon and enforceable against Guarantor, Guarantor's heirs, representatives and assigns.

11. Governing Law. This Guaranty shall be governed by and construed in accordance with the laws of and judicial decisions of the State of Wisconsin.

Executed as of the date first above written.

(signature)

(printed name)

(title)

(soc sec #)

(home address)

(city, state, zip)

Frank Beverage Group
d/b/a Frank Liquor Company, Frank Liquors of La Crosse, Frank Beer Distributors Inc., La Crosse Beverage LLC

FRANK BEVERAGE GROUP
2115 PLEASANT VIEW ROAD
MIDDLETON WI 53562
www.frankbeveragegroup.com

DELIVERY SIGNATURE

At times it is not possible for someone to be present when delivery of product is made. In these situations either a door is left unlocked or a key is given to a Frank Beverage Group Rep. The invoice is marked charged but left without a signature. If any discrepancies are found we will contact Frank Beverage Group within 48 hours of delivery. If Frank Beverage Group does not hear from us within 48 hours of delivery, they can assume the delivery has been accepted as invoiced and will be paid in full within our credit terms.

Purchaser's Signature	Printed Name	Title	Date
<hr/>			
Purchaser's Business Name			

Frank Beverage Group
d/b/a Frank Liquor Company, Frank Liquors of La Crosse, Frank Beer Distributors Inc., La Crosse Beverage LLC



Frank Liquor Company
Frank Liquors of La Crosse
Frank Beer Distributors Inc.
608-836-6000

La Crosse Beverage, LLC
608-781-2400

FRANK BEVERAGE GROUP
2115 PLEASANT VIEW ROAD
MIDDLETON WI 53562
www.frankbeveragegroup.com

Dear Valued Customer:

Frank Beverage Group is pleased to offer Electronic Funds Transfer (EFT) as a payment collection option **at no additional cost to you.** EFT is a safe and secure payment process solution that utilizes the latest technology to electronically transfer payments from one account to another.

Here's how EFT works: With your completed enrollment, Frank Beverage Group will automate the payment process based on the invoice totals for the deliveries. Your signature on the invoice left at the time of delivery signifies that you have received the products indicated. Once delivery has occurred, payment for the amount indicated on the invoice will process automatically on your behalf. The payment process will take place according to the invoice terms.

Thank you for taking the time to consider using the EFT payment process. I invite you to enroll in EFT by taking a few minutes to fill out the enclosed enrollment form and mail, fax, or email the completed form to my attention.

Sincerely,

Frank Beverage Group
Customer Service Team

Frank Beverage Group
d/b/a Frank Liquor Company, Frank Liquors of La Crosse, Frank Beer Distributors Inc., La Crosse Beverage LLC

Frank Liquor Company
Frank Liquors of La Crosse
Frank Beer Distributors Inc.
608-836-6000



La Crosse Beverage, LLC
608-781-2400



Frank Liquor Company, Frank Liquors of La Crosse,
Frank Beer Distributors Inc, La Crosse Beverage LLC

Electronic Payment Program

- No Cost
- Eliminates paying with cash, checks or money orders
- Fast Deliveries
- Quick and easy sign-up
- Available for customers with 1-3 delivery locations only

EFT Enrollment Form: *All information on this form is required*

I am interested in enrolling my account for EFT payment s for the following companies:	
<input type="checkbox"/> Frank Beer Distributors <input type="checkbox"/> Frank Liquor Co./Frank Liquors of La Crosse <input type="checkbox"/> La Crosse Beverage	
Customer Name (Company):	<input type="checkbox"/> New Customer <input type="checkbox"/> Updated Bank Account
Mailing Address:	Location Address <input type="checkbox"/> same as mailing
Company Phone:	Company Fax:
Primary Contact Name:	Company Federal Tax ID: (always 9 digits)
Contact Phone:	Contact Email:
Please attach a voided check on a separate page	
Bank Name:	
Account Number:	
ABA Transit/Routing Number (always 9 digits)	
Account Type: <input type="checkbox"/> Checking	
<p>The undersigned on behalf of Company hereby authorizes Frank Beverage Group and its electronic funds service providers, including authorized banks, to use invoice information to initiate debit/credit entries for irrevocable payment for goods and services rendered by Distributor as designated (including the initiation of adjusting debits/credits for entries made in error or entries requiring reversals due to returned items) and for any other purpose related to the invoice information. All entries shall be made to the Company account shown above. Company agrees to fund the account adequately and guarantees to Distributor that sufficient funds will be available in the account to cover such debits/credits. Company agrees to accept such debits/credits and not to block access to the accounts.</p> <p>This authorization is to remain in full force and effect until Company has provided written authorization for its termination at such time and in such manner so as to afford Distributor, its electronic funds service providers and Company's bank a reasonable opportunity to act on it. Company and the undersigned each represent and warrant that they are authorized and empowered to execute this authorization for the purposes specified herein. Company agrees to indemnify and hold Distributor and its electronic funds service providers harmless from any damage, loss or claim resulting from Distributor's authorized actions hereunder.</p>	
Primary Authorized Signature (must be a signer on the account shown above)	Secondary Authorized Signature (if needed)
Printed Name	Printed Name
Date	Date

RETURN COMPLETED FORM AND VOIDED CHECK TO:

FOR DISTRIBUTOR USE ONLY

(FTS ID - _____)

Customer Number: _____

Date Received: _____

Customer Service - Frank Beverage Group

Fax: 608-836-1140

Email: customerservice@frankbeveragegroup.com

TO BE COMPLETED BY SALES REP

For Internal Use Only

Account # (FBG will assign): _____

Open Date: _____

Business Information

Business Name: _____

Account Status

Former account at this location: _____ Former account # _____

Date of ownership changeover: _____ Pending A/R Balance: _____

Electronic Monthly Statement? _____ NO _____ YES Statement Email: _____

Backorders Accepted? _____ NO _____ YES

Combine Liquor/Wine orders? _____ NO _____ YES

Delivery

Hours of operation/Delivery window _____

Permanent Delivery Instructions _____

Schedule

BEER COMPANY:

Sales Representative _____

Sales Rep Call Day	Delivery Day
_____ Monday	_____ Monday
_____ Tuesday	_____ Tuesday
_____ Wednesday	_____ Wednesday
_____ Thursday	_____ Thursday
_____ Friday	_____ Friday

Week	Assigned Warehouse
_____ Week 1 (B)	_____ Middleton
_____ Week 2 (A)	_____ Fennimore
_____ Every Week	_____ Beloit
	_____ La Crosse

LIQUOR COMPANY:

Sales Representative _____

Sales Rep Call Day	Delivery Day
_____ Monday	_____ Monday
_____ Tuesday	_____ Tuesday
_____ Wednesday	_____ Wednesday
_____ Thursday	_____ Thursday
_____ Friday	_____ Friday

Week	Assigned Warehouse
_____ Week 1 (B)	_____ Middleton
_____ Week 2 (A)	_____ La Crosse
_____ Every Week	_____ Fennimore

Schedule after which account? _____

Customer Attributes

Discount Pool (Beer Company Only)

_____ Frank North Discount Pool
_____ Frank South Discount Pool
_____ La Crosse Discount Pool

Off Premise Sales Channel

_____ Conv. Store-Chain
_____ Conv. Store-Independent
_____ Chain Grocer
_____ Drug Store
_____ Fine Wine Shop
_____ Independent Grocer
_____ Liquor Store
_____ Off Premise Asian
_____ Off Premise Hispanic
_____ Off Premise Military
_____ Specialty Shop
_____ Wholesale Club
_____ Other _____

Beer Company Flags

_____ Allows Displays
_____ Hallmark Account

Liquor Company Flags (check all that apply)

_____ National Chain
_____ Local Chain
_____ Independent
_____ Beer/Wine Off Prem
_____ Class B
_____ AFAM
_____ Latino

On Premise Sales Channel

_____ Banquet Hall
_____ Bar/Tavern
_____ Bowling Center
_____ Chain Restaurant
_____ Concessionaire
_____ Golf Course/Country Club
_____ Health Club
_____ Hotel/Motel
_____ On Premise Asian
_____ On Premise Hispanic
_____ On Premise Italian
_____ Private Club
_____ Restaurant

Beer Company Flags

_____ Draft Beer Sales
_____ Hallmark Account

Liquor Company Flags (check all that apply)

_____ AFAM	_____ Mexican Restaurant
_____ Asian Restaurant	_____ Military
_____ Banquet Hall	_____ National Chain
_____ Casual Dining	_____ No alcohol
_____ College Bar	_____ Package Goods
_____ Fine Dining	_____ Patio
_____ Gentlemen's Club	_____ Sports Bar
_____ Italian Restaurant	_____ Steak House
_____ LGBT	_____ Supper Club
_____ Local Chain	_____ Upscale Bistro
_____ Menu/Table Tents	_____ Volleyball