



JERRY PETROWSKI

WISCONSIN STATE SENATOR

Senate Bill 478- Licensing of Micro Markets

October 25, 2017

Good afternoon, members of the committee, and thank you for the opportunity to provide testimony today on Senate Bill 478, which would simply create licensing procedure for the growing business of micro markets.

A micro market is an indoor, unstaffed, self-checkout kiosk that sells food and beverages in an area that is accessible only by a limited group of people, for example, in an office or apartment building. Micro markets take an innovative approach to the traditional vending machine, offering pre-made food you may see at a deli, and because of their healthier options, employers are excited to bring these mini markets to their employees.

These facilities are new, but being brought into practice quickly. There are now thought to be over 700 micro markets in the State of Wisconsin. Since micro markets are much smaller and more limited than traditional retail food establishments, we have worked with DATCP to find the appropriate way to regulate these unique food commissaries. SB 478 would prescribe an annual license fee of \$40 for one micro market or \$60 for two or more micro markets located in the same building. It is important to note that without this provision, owners of micro markets have seen annual license fees as low as \$8 and as high as \$1000.

This bill creates reasonable regulations for establishments that are not currently found in statute. As micro markets continue to become more popular, it is important DATCP and health agencies across the state know how to properly regulate them.

Thank you again for the opportunity to speak on this bill. I would be happy to answer any questions you may have.

29TH SENATE DISTRICT

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October 25, 2017

To: Members of the Assembly Committee on Jobs and the Economy
From: Tom Konop, Wisconsin Automatic Merchandizing Council (WAMC)
Re: SB 478 Relating to Micro Mart licensing

Thank you Senator Kapenga and members of this committee for allowing me to testify in support of SB 478.

SB 478 is the final result of a long process of collaborative work between Representative Snyder, Senator Petrowski, the members of WAMC and DATCP to develop regulations of the micro mart industry that protects the public and at the same time are friendly to the small business owners in Wisconsin.

We also wish to express our appreciation to Governor Walker's office of Business Development for the very positive efforts they contributed to this process.

SB 478 creates regulations that fill in the gap between traditional vending machines and retail food establishments. Micro Marts are a new and emerging business not only in Wisconsin, but across the United States. We currently estimate that there are over 700 micro marts currently operating in Wisconsin and the number will continue to dramatically increase as companies throughout Wisconsin request to have them installed in their businesses. Right now it is the fastest growing segment in food services.

Micro Marts are simply a variation on vending machines that retain the self-service aspect to receive the product, but instead of placing currency into a machine and receiving a product, with a micro mart, the products are housed in coolers and the patron chooses their product first and then pays for the product using a kiosk or other instrument afterwards.

Micro marts are not open to the general public and are under surveillance. The majority of the current micro marts can be found in employer cafeterias which require authorization for access.

While it is unusual that such a booming service could be actually occurring without regulations, all of us believed that the micro marts could be operated under our current vending regulations. When it was discovered that the current vending statutes did not accurately apply to micro marts, our association contacted both Joe Knilans at Governor Walker's office of Business Development and DATCP for assistance. As a business owner in Wisconsin, it was refreshing to see both Government offices immediately respond and work in a very positive and collaborative method with the business community to find a workable solution.

We ask that this committee fully support SB 478 to provide the necessary regulations to a new and innovative business product in Wisconsin.

October 24, 2017

To: Members of the Assembly Committee on Jobs and the Economy
From: Michael Swanson, Wisconsin Automatic Merchandizing Council (WAMC)
Re: SB 478 Relating to Micro Mart licensing

Thank you Senator Kapenga and members of this committee for allowing me to testify in support of SB 478.

I would like to express my appreciation to Representative Snyder and Senator Petrowski for all of their efforts to create SB 478 that will assist our industry with regulations for micro marts.

When it was discovered that the statutes regulating vending machines did not correctly apply to micro marts, our association started working with DATCP.

We initially reviewed the opportunity to see if we could simply have DATCP use the rule making process to make the necessary modifications to incorporate micro marts into the current vending statutes.

When it became very apparent that this would not be viable, we requested assistance from Senator Petrowski and Representative Snyder to draft legislation that would properly regulate micro marts. Throughout this entire process there was a very collaborative effort from the business community and the various levels of management at DATCP.

DATCP has also developed new rules that if SB 478 is passed would assist with the administration of the new legislation.

Basically, we have with SB 478 a very positive example of Government Agencies working with the Business community to develop legislation and rules that protect the citizens of Wisconsin, and at the same time is also friendly to the small business owners in Wisconsin.

We ask that this committee fully support SB 478 to provide the necessary regulations to a new and innovative business product in Wisconsin.

October 24, 2017

To: Members of the Assembly Committee on Jobs and the Economy
From: Chris Pope, Wisconsin Automatic Merchandizing Council (WAMC)
Re: SB 478 Relating to Micro Mart licensing

Thank you Senator Kapenga and members of this committee for allowing me to testify in support of SB 478.

I would like to express my appreciation to Representative Snyder and Senator Petrowski, Joe Knilans and Nancy Mistele in Governor Walker's office of Business Development and DATCP for all of their efforts to create SB 478 that will assist our industry with regulations for micro marts.

My testimony fully supports the previous testimony provided by Tom Konop and Mike Swanson of WAMC.

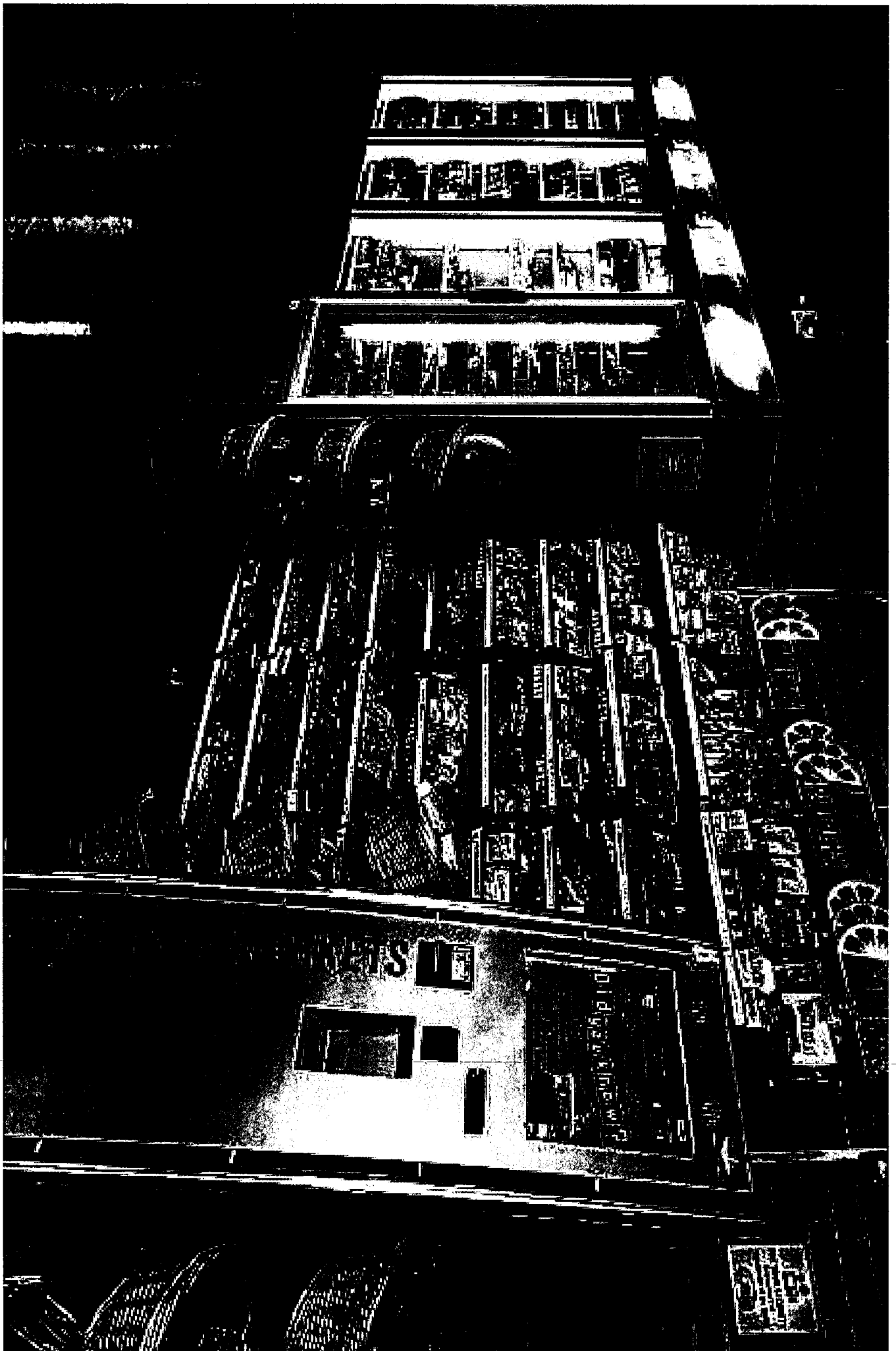
WAMC fully supports the licensing of micro marts. We believe this is necessary to protect the public. We also fully support the requirement for inspection by DATCP for compliance.

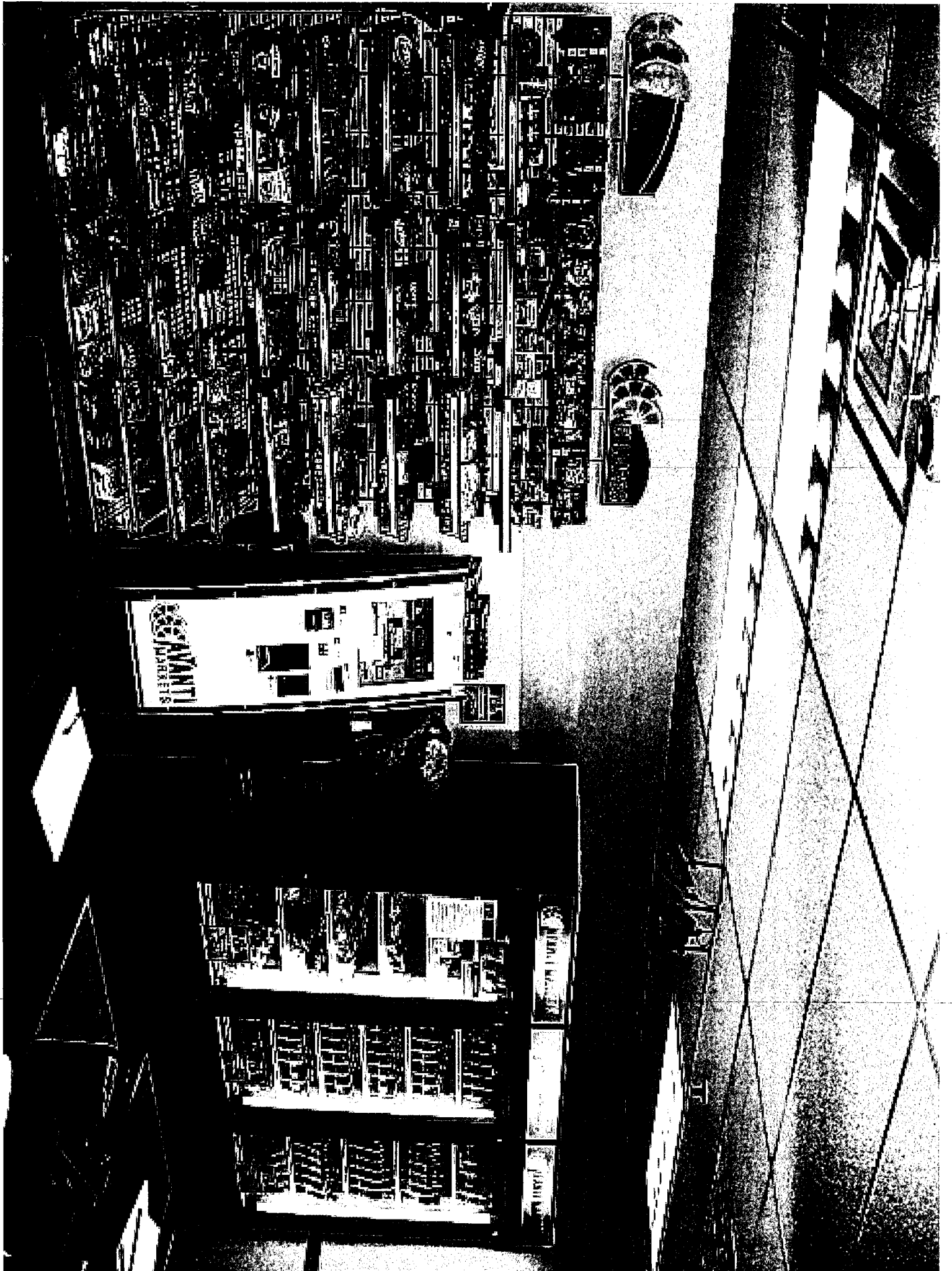
We support the language in the current legislation related to the fees for single and multiple micro marts at a location as we believe the amounts to be reasonable and fair to both the business owners installing and managing the micro marts and DATCP which is required to inspect them.

We also support the language that allows DATCP a one year timeframe to inspect each micro mart. This language was developed primarily to ensure all micro marts were licensed, to allow the business owner to properly install and start using the micro mart and allow DATCP the necessary time to inspect.

The normal inspection for micro marts consists of a temperature reading of the cooler and a quick review for any waste materials on the floor surrounding the micro mart. Because the micro mart coolers will automatically lock when the temperature becomes unsafe for food consumption, the potential for any public safety issues is extremely low.

We ask that this committee fully support SB 478 to provide the necessary regulations to a new and innovative business product in Wisconsin.





Valley Market Rendering

(Proposed draft rendering)



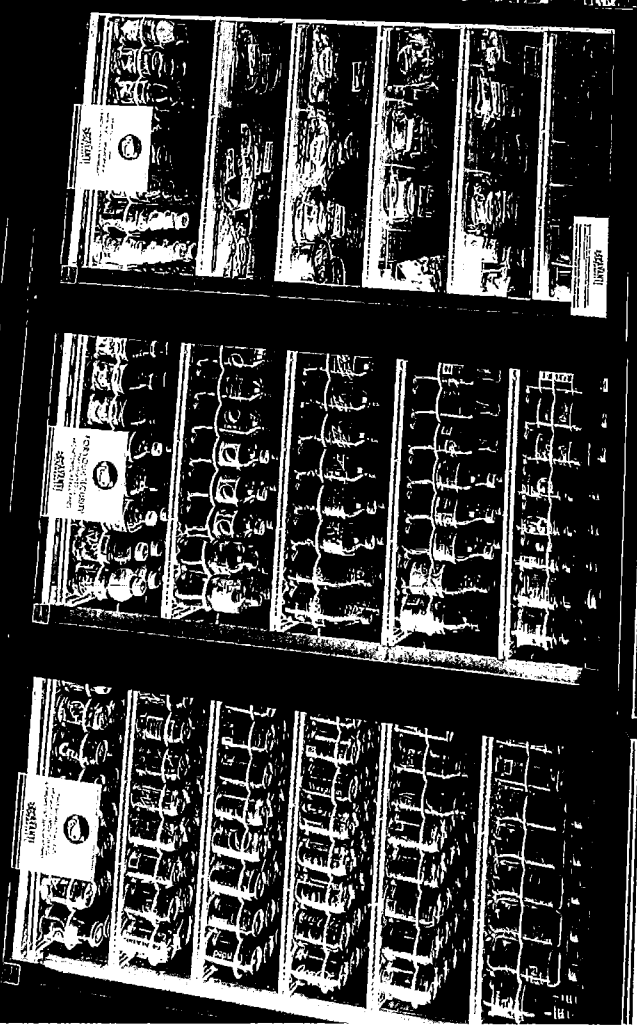
Photo of **Snack Station:** Featuring sweet & savory snacks including nutritional choices (finger sections)

Photo of **Hot Beverage Station:** Featuring our Harvest Ridge brand, freshly brewed by the cup, coffee and cappuccino choices

Photo of **Frozen Cabinet:** Refrigerated Cabinets. Featuring (16) 19" wide cooler of AtlantisValley's dairy fresh maple, shell style food and two coolers featuring multiple selections of sodas, waters, teas, juices, and many other choices.

AVANTI
MARKETS

FAST
ENJOY
FRESH



IDX-Campania Elme

