

**NEW ACCOUNT/  
APPLICATION FOR  
CREDIT**

PLEASE PRINT OR TYPE

**COMPLETE ALL ITEMS AND MAIL TO:**  
North/South → Badger North Credit Dept.  
Call (920) 923-8160 for information.  
West → Badger West Credit Dept.  
Call (715)836-8600 for information.

**BADGER USE ONLY**  
CUST # \_\_\_\_\_ SLSM # \_\_\_\_\_  
OLD CUST# \_\_\_\_\_

In this application, "Customer" means the credit applicant and "Company" means the Badger Liquor entity serving Customer's area. Badger Liquor consists of three entities, each serving a different area: Badger Liquor Co. Inc. (Badger North); Badger Wine & Spirits, LLC (Badger West); De Pere Liquor Co., L.L.C. (Badger South). Customer may order only from the Company serving its area. The areas are listed at <http://www.badgerliquor.com/index/NewCustomers.htm>

**TYPE OF BUSINESS**     Corporation\*     LLP\*     LLC\*     Building Owned or Leased  
(check one only)     Sole Proprietorship     Partnership     Other – Explain \_\_\_\_\_

\*If Corporation, LLP, or LLC, provide date formed and full legal name here : \_\_\_\_\_

**PLEASE COMPLETE FOR EACH PRIMARY PRINCIPAL/OWNER:      OWN/LEASE (Circle One)**

PRINCIPAL'S NAME			
POSITION			
SOC SEC NUMBER			
HOME ADDRESS			
CITY, STATE			
ZIP			
HOME PHONE NO.			
CELL PHONE NO.			
FAX NO.			

AGENT (as listed on license) \_\_\_\_\_

DBA (Trade Name) (as listed on license) \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_

ZIP CODE \_\_\_\_\_ BUSINESS PHONE NO. \_\_\_\_\_ LICENSE TYPE \_\_\_\_\_

(Restaurant, Bar, Etc)

LOCATION OF LIQUOR LICENSEE      LICENSE # \_\_\_\_\_ EXP DATE \_\_\_\_\_

(Milwaukee Only)

COUNTY \_\_\_\_\_ TOWNSHIP/CITY/VILLAGE \_\_\_\_\_

(Circle One)

EMAIL ADDRESS \_\_\_\_\_

PRIOR EXPERIENCE IN THIS INDUSTRY \_\_\_\_\_ SELLERS PERMIT NO. \_\_\_\_\_

(Attach Copy)

MAILING ADDRESS (IF DIFFERENT FROM ABOVE): \_\_\_\_\_

**CREDIT REFERENCES**

BUSINESS NAME	CITY	PHONE #	ACCOUNT #

**MUST CIRCLE AMOUNT OF CREDIT REQUESTED (SUBJECT TO APPROVAL)**

C.O.D.    \$500    \$1,000    \$3,000    \$5,000    \$7,500    \$10,000    OTHER (LIST) \$ \_\_\_\_\_

**CREDIT POLICY**

- All new accounts will be C.O.D. Application for Terms should be submitted for review by the Company’s Credit Manager. Application for credit does not guarantee 30 days net terms. Credit extended is pending a credit check.
- All invoices are due within 30 days net unless other credit restrictions apply.
- When an account has an unpaid balance over 30 days, all orders will be held. The account will be placed on credit hold. No shipments will be released until the amount due is collected and posted to the account and the account may be placed on C.O.D.
- An account may reapply for 30 day net terms when the following conditions are met:
  1. Account balance is current.
  2. They fill out, sign and resubmit an Application for Terms.

This reapplication does not assure a change in credit terms.

All credit terms are subject to the decision of the Company’s Management.

- A Wisconsin Sellers Permit Number must be applied for and on file in our office.
- No account will be invoiced wine or spirits unless a proper license has been issued and verified by a Company employee..
- If a non-sufficient funds check is posted to an account, the account will be placed on credit hold. The account will remain on credit hold until the N.S.F. check is resolved with cash, cashier’s check or certified check. No personal or business checks will be accepted to resolve N.S.F. checks.
- Accounts will be charged a \$50.00 accounting fee for each N.S.F transaction.
- If two (2) N.S.F. transactions are posted to an account in a 6 month period, the account will be placed on cash only status.
- A reapplication for terms will be required prior to that accounts terms status changing after 6 months.

**THE INFORMATION IN THIS APPLICATION FOR CREDIT IS CORRECT TO THE BEST OF MY KNOWLEDGE. I UNDERSTAND THAT THE AMOUNT OF CREDIT GRANTED, IF ANY, WILL BE BASED ON A CREDIT CHECK AND MAY CHANGE WITHOUT NOTICE BASED ON ACTUAL CREDIT ACTIVITY.**

**I AGREE TO THE ABOVE PROVISIONS AND TERMS AND HEREBY CONSENT TO THE COMPANY OBTAINING A CREDIT REPORT ON THE CUSTOMER, MYSELF, OR BOTH, FOR PURPOSES OF EXTENDING CREDIT. I HEREBY WARRANT THAT I HAVE AUTHORITY TO SIGN THIS APPLICATION ON BEHALF OF THE CUSTOMER.**

**AUTHORIZED SIGNATURE \_\_\_\_\_**  
**PRINT NAME \_\_\_\_\_ DATE \_\_\_\_\_**

**PERSONAL GUARANTEE (REQUIRED from sole proprietors, owners of corporations, LLPs, and LLCs)**

In consideration of the extension of credit by the Company for liquor and wine sold and delivered to the Customer, each person signing below (each, a "Guarantor") hereby unconditionally and jointly and severally guarantees payment of all sums that become due and payable to the Company for sales to the Customer and further promises and agrees to pay all such sums promptly on demand. Each Guarantor hereby expressly waives notice of acceptance of this guarantee, notice of sales and delivery of any product by the Company to the Customer, and notice of any extension of time of payment for any such product.

If the Company receives from the Customer any notes or other evidence of indebtedness arising from sales of product to which this guarantee applies, each Guarantor also hereby (1) guarantees payment of those notes or other evidence of indebtedness when due and (2) waives the protest of such notes or other evidence of indebtedness and notice of nonpayment of them. Each Guarantor hereby acknowledges that the Company may, from time to time, extend the time of payment of the whole or any part of the Customer's indebtedness without in any way releasing or discharging the Guarantor from the obligation under this guarantee.

This guarantee remains in full force and effect unless and until the Company receives written notice from a Guarantor terminating that Guarantor's guarantee. The written notice must be mailed or delivered to the Company's business office, Attention: Credit Manager. Such notice of termination shall not affect the obligations of any Guarantor under this guarantee in connection with sales of merchandise delivered to the Customer before the receipt of the notice by the Company or any Guarantor not providing a written termination notice. Termination of a guarantee may cause the termination of the Company's extending credit to the Customer.

Each Guarantor agrees to pay any legal costs, including reasonable attorney's fees, incurred by the Company in enforcing the terms of this guarantee.

Guarantor 1: \_\_\_\_\_ Guarantor 2: \_\_\_\_\_  
Print Name \_\_\_\_\_ Date \_\_\_\_\_ Print Name \_\_\_\_\_ Date \_\_\_\_\_