



Credit Policy

License Name _____

Credit is a privilege that we grant to our customers. There are three credit status levels that we apply to our customers. We reserve the right to change credit terms without notice. Wisconsin has very specific laws that regulate the credit transactions between licensed wholesalers and retailers.

Wisconsin law requires beer invoices from wholesalers to be paid within 15 days of the date of purchase. 125.33(7)(a) 1a

Furthermore, retailers who are indebted to ANY wholesaler for greater than 15 days are prohibited from purchasing beer from any beer wholesaler. 125.33(7)(a) 1b

Retailers who have beer invoices outstanding over 15 days are not allowed to renew their license. 125.33(7)(b)

Credit Levels Granted

Preferred

- Invoices are due two weeks, 14 days, after the delivery date.
- To obtain Preferred status you must have completed our basic account information, signed our credit policy, and
 - Have completed 6 deliveries at the basic credit level, or
 - Have enrolled in and completed 2 EFT transactions at the basic credit level

Basic

- Cash, money order, or check paid to the driver on delivery
- EFT – EFT draw one day after delivery

COD Plus

- If you are determined to be in violation of our credit policy, your credit will be revoked and your terms will be changed to COD plus.
- You must pay the driver or salesperson for the delivery you will be receiving, plus 1/5th of your total account balance, or \$100, whichever is greater.
- Once your account balance is paid in full, your status will revert to Basic.

General Credit Considerations

- Wisconsin law requires you to keep beer invoices and payment history at your licensed establishment for 2 years.
- We prefer our customers to pay by EFT, if you choose to pay by check or cash, we ask that you pay that to our delivery driver.
- If you choose to mail your payments, please allow enough lead time for the check to be received and processed on or before the due date of your invoice.
- We do not deliver to customer with past due invoices. Past due amounts must be collected by the salesperson prior to the order being placed. There will be no delivery on a non-scheduled day to accommodate customers making a late payment.
- Customers who refuse to sign the credit policy will remain at the basic level.
- Wisconsin law does not allow us to accept credit cards

NSF Check & EFTs

- Customers issuing an NSF check or EFT will lose charging privileges until we receive reimbursement for the amount of the NSF transaction. During that period, no deliveries will be allowed to be made, unless the customer pays cash or money order.
- Two NSF checks in 60 days or three NSF checks in 120 days will automatically convert your credit terms to Basic.
- Charge for each NSF check or EFT received - \$30.00

My signature below indicates that I have read and understand the credit policy.

Signature _____ Dated _____

Printed Name _____ Title _____