



Change of dba Name

Fee: \$25.00

City of Madison Clerk
210 MLK Jr Blvd, Room 103
Madison, WI 53703
licensing@cityofmadison.com
608-266-4601

Class A: Beer, Liquor, Cider
Class B: Beer, Liquor,
 Class C Wine

(Agenda Item Number) _____

(Legistar file number) _____

(License number) _____

(Alder District # and Name) _____

Office Use Only

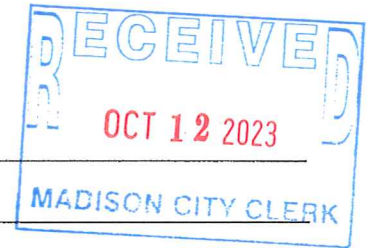
Licensed Premises Information

This application modifies existing alcohol license number: LICLIA-2015-00241

Current Business dba Name: Pick 'n Save #179

Licensed Address: 261 Junction Road Madison, WI 53717

Liquor/Beer Agent Name: Terrence Rock Alder, District #: _____



Corporate Information

Business Legal Name (as on WI State Sellers Permit): Ultimate Mart, LLC

Business Mailing Address: 875 E Wisconsin Ave Milwaukee, WI 53202

Business Contact Name, Position: Tammy Koch

Business Phone: 414-231-5978 Business Email: tammy.koch@roundys.com

New dba Name: Metro Market #179 Effective 12/1/2023

Tammy Koch
Authorized Signature

10/11/2023
Date

Form submitted by mail/e-mail
Office Use Only