



# Change of Officers

City of Madison Clerk  
210 MLK Jr Blvd, Room 103  
Madison, WI 53703  
[licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)  
608-266-4601

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

(Agenda Item Number)

(Legistar file number)

50879-40827  
(License number)

(Alder District # and Name)

Office Use Only

- o This application is to inform the city of any changes in corporate structure.
- o **The fee** for filing this application is \$25.00.
- o Please include a completed a **Background Investigation Form** and copy of a **picture ID** for each **new** officer/member/director with this application (not necessary for title changes).

## Licensed Premises Information

This application modifies existing alcohol license number: 50879-40827  
Business dba Name: Whole Foods Market  
Licensed Address: 3313 University Avenue, Madison, Wisconsin  
Liquor/Beer Agent Name: Paul Sigmund Alder, District #: Arvina Martin, 11

## Corporate Information

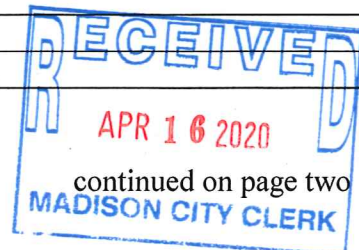
Business Legal Name (as on WI State Sellers Permit): Whole Foods Market Group, Inc.  
Business Mailing Address: 550 Bowie Street, Austin, Texas 78703  
Business Contact Name, Position: Catherine Shiffrin, Licensing Specialist  
Business Phone: 512-542-0398 Business Email: catherine.shiffrin@wholefoods.com

List New Officers/Members/Directors, if applicable (attach background check form for each):

Name	Title
Jay Paul Warren	Secretary

Officers/Members/Directors who will no longer hold their positions:

Name	Former Title
Albert Percival	Secretary



continued on page two -OVER

Do any of the officers/members/directors possess any interest or control in any other Class A, B or C license?

No  Yes, explain: Whole Foods locations in Wisconsin: Class B Tavern License, 2305 N. Prospect Ave., Milwaukee, WI;  
Class B Beer and Liquor License, 11100 W. Burleigh St., Wauwatosa, WI

After this change, how many total officers/members/directors will be in the organization?: 2

Will this change alter your business plan?  No  Yes, please attach new business plan with application.

*Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.*

  
\_\_\_\_\_  
Authorized Signature

3/18/20  
\_\_\_\_\_  
Date

Form submitted by mail/e-mail  
Office Use Only



Reinhart Boerner Van Deuren s.c.  
P.O. Box 2018  
Madison, WI 53701-2018

22 East Mifflin Street  
Suite 700  
Madison, WI 53703

Telephone: 608-229-2200  
Facsimile: 608-229-2100  
reinhartlaw.com

April 15, 2020

Jackie M. Held  
Direct Dial: 608-229-2233  
jhheld@reinhartlaw.com

DELIVERED BY FEDEX

City Clerk's Office  
Attn: Maribeth Witzel-Behl, WCPC  
210 Martin Luther King Jr Blvd  
Room 103, City-County Building  
Madison, WI 53703

Dear Ms. Witzel-Behl:

Re: WHOLE FOODS MARKET GROUP,  
INC., Class B Combination License

Whole Foods Market Group, Inc. holds a Class B Combination License in the City of Madison. This letter is to inform you Albert Percival is no longer a director or officer of Whole Foods Market Group, Inc. Keith M. Manbeck is still a director and officer of Whole Foods Market Group, Inc.

The following is the new director: Jay Paul Warren. As required, a completed Auxiliary Questionnaire is enclosed for the new director, along with the completed Background Investigation Form and a copy of his driver's license. Also enclosed are the Change of Officers form and a check for the \$25 fee.

Please call me if you need any additional information or if you have any questions.

Best regards,

Jackie M. Held  
Paralegal

43172033  
Encs.