

November 4, 2025

**VIA EMAIL**

City of Madison, Clerk's Office  
210 Martin Luther King Jr. Boulevard  
Room 105, City-County Building  
Madison, WI 53703  
Attn: Eric Christianson  
Email: EChristianson@cityofmadison.com

**RE: Festival Foods – “Class B” Retail License No. LICLIB-2017-00239 Updates**

Dear Eric Christianson:

We represent WI Foodliner, Inc., f/k/a Skogen’s Foodliner, Inc. This letter is to notify you of the following updates to our client’s license application with respect to its “Class B” Retail License, as required pursuant to *Publication 309* issued by the Wisconsin Department of Revenue. Each change listed below was effective as of October 21, 2025. Except as listed below, no information included on the existing license application has changed.

1. Part A, Sec. 1 (Legal Business Name):

Legal Name on Existing Application	New Legal Name
Skogen’s Foodliner, Inc.	WI Foodliner, Inc.

Note: Skogen’s Foodliner, Inc. updated its legal name to WI Foodliner, Inc. pursuant to those certain Articles of Amendment, filed October 21, 2025, enclosed.

2. Part B, Sec. 4(a) (Name of (Owner) Business Entity):

Name of Owner Entity on Existing Application	New Name of Owner Entity
MDSfest, Inc.	Foodfest, Inc.

Note: MDSfest, Inc. updated its legal name to Foodfest, Inc. pursuant to those certain Articles of Amendment, dated October 21, 2025, enclosed.

3. Part C (Individual Information):

- a. The following individuals have been appointed to the positions opposite their name below:

Last Name	First Name	Title	Phone
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Schnuck	Todd	Director and Chief Executive Officer of Foodfest, Inc. and WI Foodliner, Inc.	314-994-9900
Bell	David	Director of Foodfest, Inc. and WI Foodliner, Inc.	314-994-9900
Moorkamp	Mary	Director and Assistant Secretary of Foodfest, Inc. and WI Foodliner, Inc.	314-994-9900
Bauman	Brian	VP and Secretary of Foodfest, Inc. and WI Foodliner, Inc.	608-783-5500
Nilhas	Diana	Assistant Treasurer of Foodfest, Inc. and WI Foodliner, Inc.	314-994-9900

Note: A Form AB-100 is enclosed for each new individual.

- b. Kirk Stoa remains in his position as VP, Treasurer and CFO of Foodfest, Inc. and WI Foodliner, Inc.
- c. Mark Skogen has resigned from all positions as a director and officer of Foodfest, Inc. and WI Foodliner, Inc.

If you have any questions, please do not hesitate to contact me via email ([rgordon@ubglaw.com](mailto:rgordon@ubglaw.com)) or phone at (314) 345-5478.

Sincerely,

UB GREENSFELDER LLP

By: 

Ryan Gordon

Encl.



State of Wisconsin  
DEPARTMENT OF FINANCIAL INSTITUTIONS  
Division of Corporate & Consumer Services

**FILING FEE \$40.00**

Please check box to request  
Optional Expedited Service

☐ + \$25.00

FORM **4**

**AMENDMENT TO  
ARTICLES OF INCORPORATION  
BUSINESS CORPORATION**

Sec. 180.1006, Wis. Stats.

1. The corporate name (prior to any change effected by this amendment) is:

**SKOGEN'S FOODLINER, INC.**

(Enter corporate name, prior to any change)

2. Text of Amendment (*Identify each article of the current articles of incorporation that is being amended and how the amended article is to read. Attach additional pages, if needed.*)

Article I is hereby amended to state: The name of the corporation is WI Foodliner, Inc. (the "Corporation").

3. The foregoing amendment(s) were adopted on 10/21/2025 by the following method:  
(Date of adoption)

(Indicate the method of adoption by checking (X) the appropriate choice below.)

☐ in accordance with sec. 180.1002, Wis. Stats. (adopted by the board of directors without shareholder action)

OR


☒ in accordance with sec. 180.1003, Wis. Stats. (proposed by the board of directors and approved by the shareholders)

OR

☐ in accordance with sec. 180.1005, Wis. Stats. (adopted by the incorporators or the board of directors prior to the issuance of any shares by the corporation)

4. Executed on October 21, 2025  
(Date)

Title: ☐ President ☐ Secretary  
or other officer title Chief Executive Officer

  
(Signature)

Todd R. Schnuck  
(Printed name)



This document was drafted by Not Executed in Wisconsin  
(Name the individual who drafted the document)

(Optional) This document has a **delayed** effective date/time of: \_\_\_\_\_  
(up to 90 days after received date)

**Contact Information:**

Diana Delecaris

Name

10 S Broadway, Suite 2000

Mailing Address

St. Louis

MO

63102

City

State

Zip Code

ddelecaris@ubglaw.com

314-516-2679

Email Address

Phone Number

**INSTRUCTIONS** (Refer to section 180.1006, Wis. Stats., for document content)

Please use BLACK ink. Submit one original to State of WI-Dept. of Financial Institutions, Box 93348, Milwaukee WI, 53293-0348, together with a check for the \$40.00 filing fee, payable to the Department of Financial Institutions. (If sent by express or priority U.S. mail, please mail to State of WI-Dept. of Financial Institutions, Division of Corporate and Consumer Services, 4822 Madison Yards Way, 4th Fl., North Tower, Madison WI, 53705.) If requesting optional expedited service, please check the expedited service box in the upper-right corner of the first page and include an additional \$25.00. Filing fees are non-refundable. This document can be made available in alternate formats upon request to qualifying individuals with disabilities. Upon filing, the information in this document becomes public and might be used for purposes other than those for which it was originally furnished. If you have any questions, please contact the Division of Corporate & Consumer Services at 608-261-7577 (hearing-impaired may call 711 for TTY) or by email at [DFICorporations@dfi.wisconsin.gov](mailto:DFICorporations@dfi.wisconsin.gov).

**Item 1.** State the name of the corporation (before any change effected by this amendment).

**Item 2.** Specify the amendment(s) to the corporation's articles of incorporation by identifying each article that is being amended, and how the amended item is to read.

**Item 3.** Specify the date the amendments were adopted and select one of the three available methods of adoption under applicable law. Select the first method only if the amendments were adopted by the corporation's board of directors without shareholder action, in accordance with section 180.1002 of the Wisconsin Statutes. Select the second method if the amendments were proposed by the board and approved by the corporation's shareholders in accordance with section 180.1003 of the Wisconsin Statutes. Select the third method only if the amendments were adopted by the board or the corporation's incorporators prior to the issuance of any shares by the corporation (i.e., before it had any shareholders), in accordance with section 180.1005 of the Wisconsin Statutes.

**Item 4.** This document must be executed by an officer of the corporation, subject to two limited exceptions: (1) if directors have not been selected, it may be signed by an incorporator identified in the initial articles of incorporation; and (2) if the corporation is in the hands of a receiver, trustee or other court-appointed fiduciary, it may be signed by the fiduciary. Corporate directors are not authorized to sign this document in their capacities as directors. (A corporate director who also serves as an officer may sign the document, but that person must sign in their capacity as an officer of the corporation.)

RETURN ACKNOWLEDGEMENT TO:

CT CORPORATION

SEND RESULTS TO JESSE.DAHLKE@WOLTERSKLUWER.COM

ATTN: TRICIA TRAINOR

▲ Enter your return address within the brackets above

Phone number during the day: (608) 251-4712

**VERY IMPORTANT:**

**PLEASE CALL US BEFORE ANY REFUNDS ARE ISSUED. THANK YOU!**

**(608) 251-4712**



For Office



**State of Wisconsin**  
**Department of Financial Institutions**

***Endorsement***

**ARTICLES OF AMENDMENT - DOMESTIC BUSINESS CORPORATION - FORM 4 - Ch. 180**

**SKOGEN'S FOODLINER, INC.**

**Received Date: 10/21/2025**

**FILED**

**Filing Fee: \$40.00**

**Entity ID#: 1S13044**

**Total Fee: \$40.00**

**Entity name change**