



# Change of Conditions

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)

210PC11-2024-000 74

(License number)

9 124  
(Alder District #) (Police Sector)

Office Use Only

## Licensed Premises Information

This application modifies existing alcohol license number: Lidia - 2020 - 00842

Business dba Name: Hy-Vee Inc, Hy-Vee Wine & Spirits

Licensed Address: 7475 Mineral Point Rd. Madison, WI 53717

Premise Capacity: 99 Liquor/Beer Agent Name: Samantha Jones

95% Alcohol, 5% Food, 0% Other Alder, District #: Nikhil Conklin Police Sector: West

## Corporate Information

Business Legal Name (as on WI State Sellers Permit): Hy-Vee, Inc

Business Mailing Address: 5820 Westown Parkway West Des Moines, IA

Business Contact Name, Position: Kelly Palmer 50266

Business Phone: (515) 267-2800 Business Email: Kpalmer@hy-vee.com

Description of Change to Conditions: \_\_\_\_\_

This Hy-Vee store is limited to not selling single cans of beer and 50ml, 100ml and 200ml of liquor. This has created a disadvantage for our business, as our competitors are able to sell those products. Our store has now been open 2 years without an incident and would like this limitation lifted for our liquor license.

Request change of condition # ~~2~~ 2, from 6pk to 4pk.

Request removal of conditions # 1 and 3.



**City of Madison  
Class A Beer  
Class A Liquor**



**License No. LICLIA-2020-00842**

**HY-VEE INC  
HY-VEE WINE & SPIRITS  
LIQUOR/BEER AGENT: SAMANTHA JONES  
7475 MINERAL POINT RD  
MADISON, WI 53717**

Expiration Date 06/30/2024  
Date Issued 02/02/2022

Mayor

City Clerk

PURSUANT TO SECTION 38 OF THE MADISON GENERAL ORDINANCES AND CHAPTE OF THE WISCONSIN STATE STATUTES.

Premises: Sales Floor, throughout entire store: 8945 sq ft. Tasting area. Alcohol stored in sto room until it is displayed on the sales floor.

Common Council granted the license on 3/2/2021 with the following conditions:

1. The establishment shall not sell, dispense or give away fermented malt beverages in the o container in amounts less than the amount contained in a six pack of 12 ounce bottles or can This is only applicable to fermented malt beverages which fall into the following categories of brands: Domestic Premium, Domestic Sub-Premium (which includes Value and Economy brands), Malt Liquor & similarly situated imported brands.
2. Flavored malt beverages containing up to 6% alcohol by volume may not be sold, dispens given away in the original container in amounts less than a four pack of 12 ounce bottles or c Flavored malt beverages containing over 6% alcohol by volume may not be sold, dispensed r given away in the original container in amounts less than a six pack of 12 ounce bottles or ca
3. The establishment shall not sell, dispense or give away intoxicating liquor in the original container in amounts of two hundred (200) milliliters or less in volume. 'Intoxicating liquor' sha include wine in the original container with an alcohol content of 15% or less by volume.
4. The establishment shall not sell, dispense or give away flavored fortified wines in the origir container with an alcohol content of more than 12.5% alcohol by volume, where spirits have l added to the wine that have not been produced from the same fruit as the wine, for consump off the licensed premises. This prohibition shall not apply to any other wine product as define Wisconsin State Statute §125.02(22).
5. The applicant shall have a neighborhood meeting no sooner than six months after opening



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at that time the applicant could return to the ALRC to request that the conditions be modified.

Expiration Date 06/30/2024

**Not Transferable. Post entire license in a conspicuous place.**