Change of Officers

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

(Agenda Item Number)

(Legistar file number)

(License number)

(Alder District # and Name)

Office Use Only

Class A: ☒ Beer, ☒ Liquor, ☐ Cider
Class B: Beer, __ Liquor,
☐ Class C Wine

- This application is to inform the city of any changes in corporate structure.
- **The fee** for filing this application is $25.00.
- 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: LICLIA-2024-00525

Business dba Name: Pick 'n Save Express #183

Licensed Address: 1312 S Park St., Madison, WI 53715

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: PO Box 305103, Nashville, TN 37230

Business Contact Name, Position: Kroger Business License - Kelsi Lovett

Business Phone: 615-232-9557 Business Email: business.license@kroger.com

List New Officers/Members/Directors, if applicable (attach background check form for each):	
Name	Title
Laura Alsteen	Vice President
Lisa Helton	Vice President
Officers/Members/Directors who will no longer hold their positions:	
Name	Former Title
Joseph Bradley	Vice President

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

☒ No ☐ Yes, explain: _____

After this change, how many total officers/members/directors will be in the organization?: 7

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.

Ann Peaden Comptroller VP
Authorized Signature

9/14/2025
Date

☒ Form submitted by mail/e-mail
Office Use Only