



# Change of dba Name

Fee: \$25.00

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

(Agenda Item Number)

(Legistar file number)

81000-45273

(License number)

(Alder District # and Name)

Office Use Only

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

## Licensed Premises Information

This application modifies existing alcohol license number: 8400-45273

Current Business dba Name: Sentry Foods

Licensed Address: 726 N. Midvale Blvd Madison, WI

Liquor/Beer Agent Name: Kevin Metcalfe Alder, District #: \_\_\_\_\_

## Corporate Information

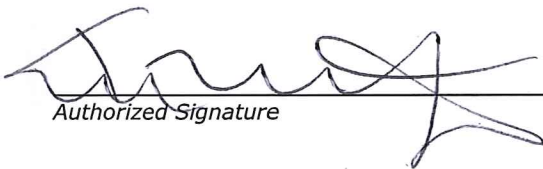
Business Legal Name (as on WI State Sellers Permit): Metcalfe Inc.

Business Mailing Address: 726 N. Midvale Blvd Madison, WI

Business Contact Name, Position: Kevin Metcalfe President

Business Phone: 608-345-2219 Business Email: Kevin.m@shopmetcalfes.com

New dba Name: Metcalfe's

  
Authorized Signature

12.14.19  
Date

Form submitted by mail/e-mail  
Office Use Only