



# 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)

\_\_\_\_\_  
(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: LICLIB-2017-00239

Business dba Name: FESTIVAL FOODS

Licensed Address: 800 EAST WASHINGTON AVENUE, MADISON, WI 53703

Liquor/Beer Agent Name: CLIFF F KRAEGE Alder, District #: \_\_\_\_\_

### Corporate Information

Business Legal Name (as on WI State Sellers Permit): WI FOODLINER, INC.

Business Mailing Address: 3800 EMERALD DRIVE EAST, ONALASKA, WI 54650

Business Contact Name, Position: TANNER HAYES

Business Phone: 608.779.2717 Business Email: THAYES@FESTIVALFOODS.COM

List New Officers/Members/Directors, if applicable (attach background check form for each):	
Name	Title
TODD SCHNUCK	DIRECTOR AND CHIEF EXECUTIVE OFFICER
DAVID BELL	DIRECTOR
MARY MOORKAMP	DIRECTOR AND ASSISTANT SECRETARY
BRIAN BAUMAN	VP AND SECRETARY
DIANA NILHAS	ASSISTANT TREASURER
Officers/Members/Directors who will no longer hold their positions:	
Name	Former Title
MARK SKOGEN	DIRECTOR AND CHIEF EXECUTIVE OFFICER

Note: Background check forms have been submitted to the City Clerk's Office.

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

No  Yes, explain: Directors/Officers serve as Directors/Officers of WI Foodliner, Inc. and Foodfest, Inc. and therefore exercise control over all licenses held by those entities, a total of 51 licenses.

After this change, how many total officers/members/directors will be in the organization?: 6

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.*

DocuSigned by:  
  
874311B683BB44A...  
Authorized Signature

Feb 17, 2026  
Date

Form submitted by mail/e-mail  
Office Use Only



# Liquor/Beer License Application

City of Madison Clerk  
210 MLK Jr Blvd, Room 105  
Madison, WI 53703

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

[licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)  
608-266-4601

_____
(Agenda Item Number)
_____
(Legistar file number)
_____
(License number)
_____
(Alder District #)
_____
(Police Sector)
Office Use Only

## Section A – Applicant

1. List the name of your  Sole Proprietor,  Partnership,  Corporation/Nonprofit Organization or  Limited Liability Company exactly as it appears on your State Seller’s Permit.

WI FOODLINER, INC.

2. Trade Name (doing business as) FESTIVAL FOODS

3. Address to be licensed 800 EAST WASHINGTON AVENUE, MADISON, WI 53703

4. Mailing address 3800 EMERALD DRIVE EAST, ONALASKA, WI 54650

5. Anticipated opening date EXISTING LOCATION

6. Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 1?

No  Yes (explain)

7. Does another alcohol beverage licensee or wholesale permittee have interest in this business?  No  Yes (explain)

## Section B—Premises

8. Describe in words the building or buildings where alcohol beverages are to be sold and stored. Include all rooms including living quarters, if used, and any outdoor seating used for the sales, service, and/or storage of alcohol beverages and receipts. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.

SEE EXISTING LICENSE

9. Applicants for on-premises consumption only. Estimated capacity (patrons and employees):

Indoor: SEE EXISTING LICENSE Outdoor: \_\_\_\_\_

10. Describe existing parking and how parking lot is to be monitored.

SEE EXISTING LICENSE

11. Was this premises licensed for the sale of liquor or beer during the past license year?

No  Yes, license issued to WI FOODLINER, INC. f/k/a SKOGEN'S FOODLINER, INC. (name of licensee)  
LICENSE NO. LICLIB-2017-00239

**Section C—Corporate Information**

This section applies to corporations, nonprofit organizations, and Limited Liability Companies only. Sole proprietorships and partnerships, skip to Section D.

12. Name of liquor license agent CLIFF F KRAEGE

13. City, state in which agent resides MONONA, WI

14. How long has the agent continuously resided in the State of Wisconsin? 57+ Years

15. Has the liquor license agent completed the responsible beverage server training course?

No, but will complete prior to ALRC meeting  Yes, date completed SEE EXISTING APPT OF AGENT W/ CLERK.

16. State and date of registration of corporation, nonprofit organization, or LLC.

WISCONSIN - DECEMBER 7, 1966

17. In the table below list the directors of your corporation or the members of your LLC.

Attach background check forms for each director/member.

Title	Name	City and State of Residence
SEE ATTACHED		

18. Registered agent for your corporation or LLC. This is your agent for service of process, notice or demand required or permitted by law to be served on the corporation. This is not necessarily the same as your liquor agent.

REGISTERED AGENT SOLUTIONS, INC, 100 WILBURN RD, STE 100, SUN PRAIRIE, WI 53590-1478

19. Is applicant a subsidiary of any other corporation or LLC?

No  Yes (explain) FOODFEST, INC. f/k/a MDSFEST, INC.

20. Does the corporation, any officer, any director, any stockholder, liquor agent, LLC, any member, or any manager hold any interest in any other alcohol beverage license or permit in Wisconsin?

No  Yes (explain) WI FOODLINER, INC - 42 Stores; FOODFEST, INC. - 51 Stores (including 42 Festival Foods)

**Section D—Business Plan** SEE EXISTING LICENSE

21. What type of establishment is contemplated?

- Tavern  
  Nightclub  
  Restaurant  
  Liquor Store  
  Grocery Store  
 Convenience Store without gas pumps  
  Convenience Store with gas pumps  
 Other \_\_\_\_\_

22. Private organizations (clubs): Do your membership policies contain any requirement of "invidious" (likely to give offense) discrimination in regard to race, creed, color, or national origin?  No    Yes

23. Hours of operation: please enter opening and closing times in the table below.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
-	-	-	-	-	-	-
<i>(Class B only) Enter below any hours when food service will not be available, if applicable</i>						
-	-	-	-	-	-	-

**Section E—Consumption on Premises** SEE EXISTING LICENSE

*This section applies to Class B and Class C applicants only. Class A license applicants (consumption off premises) may skip to Section F.*

24. Indicate any other product/service offered. \_\_\_\_\_

25. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. (Note: Non-alcoholic drinks are classified as "Food.") New establishments estimate percentages:

\_\_\_\_\_ % Alcohol    \_\_\_\_\_ % Food    \_\_\_\_\_ % Other

If applicable, describe "Other": \_\_\_\_\_

Do you have written records to document the percentages shown?  No    Yes  
 You may be required to submit documentation verifying the percentages indicated.

26. Do you plan to have live entertainment?  No    Yes—what kind? \_\_\_\_\_

If planned entertainment includes live music (except solo acoustic), a DJ, or a designated dance floor, please also complete an Entertainment License.

**Section F—Required Contacts and Filings**

27. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted.  No    Yes

28. I understand that I am required to host an information session at least one week before the ALRC meeting.  No    Yes   N/A

29. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session.  No    Yes   N/A

- 30. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting.  No  Yes N/A
- 31. I agree to contact the Deputy Clerk prior to the ALRC meeting.  No  Yes
- 32. I agree to contact the neighborhood association representative prior to the ALRC meeting.  No  Yes N/A
- 33. I intend to operate under the alcohol license within 180 days of the Common Council granting this license. The license shall be considered surrendered if not issued within 180 days of being granted.  No  Yes N/A
- 34. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864]  No  Yes N/A
- 35. I understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in question 1, above. [phone 608-266-2776]  No  Yes
- 36. Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor?  No  Yes

**Section G—Information for Clerk's Office**

- 37. This application is for the license period ending June 30, 2026.
- 38. State Seller's Permit 4 5 6 - 0 0 0 0 1 2 7 6 6 4 - 0 3
- 39. Federal Employer Identification Number SEE CLERK'S OFFICE.
- 40. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?

Contact person TANNER HAYES

Business phone 608.779.2717 Business e-mail address THAYES@FESTIVALFOODS.COM

Preferred language ENGLISH

If needed, a qualified interpreter can be provided at no charge to you. Would you like an interpreter?  
 Yes (language: \_\_\_\_\_)  
 No (If you answer no and you do require an interpreter, the ALRC will refer your application to a subsequent meeting and this may delay your application process)

Si usted requiere o necesita un/a intérprete, nosotros podemos proveer un/a intérprete sin costo alguno. ¿Le gustaría tener un/a intérprete?  
 Sí, lenguaje: \_\_\_\_\_  
 No. Si usted escoge "no" en la solicitud/aplicación, y usted sí requiere un/a intérprete, el comité remitirá su solicitud para una nueva junta y esto puede atrasar el proceso de su solicitud.

- 41. Corporate attorney, if applicable: Name RYAN GORDON
- Phone 314.345.5478 E-mail RGORDON@UBGLAW.COM

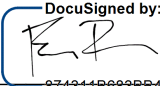
**NOTICE:** Completed application are due by noon of the third Monday (fourth, if the Clerk's office is closed on the third Monday) to get on the agenda for the proceeding months Alcohol License Review Committee. A completed application **must** be accompanied by the following items: Seller's Permit and Articles of Incorporation are attached, background investigation forms have been provided to the City Clerk. All other materials have been provided with the initial license application for License No. LILCLIB-2017-00239.

- Copy of State Seller's Permit (Not Business Tax Registration Certificate),  Appointment of Agent (if Corp/LLC),
- Member background investigation forms,  Articles of Incorporation (if Corp/LLC),  Floor Plans,
- Copy of Lease,  Business Plan, and  Sample Menu (if applying for Class B license)  
N/A

If required items are missing, the application will not be considered complete and will not be accepted by the Clerk's Office until all requirements are submitted. No exceptions are made.

**Read carefully before signing:** Under penalty provided by law, the applicant states that the above information has been truthfully completed to the best of the knowledge of the signer. Signer agrees to operate the business according to law, and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. Lack of access to any portion of licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

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.

DocuSigned by:  
  
 87431188838844A...  
 (Officer of Corporation/Member of LLC/Partner/Sole Proprietor)

Feb 17, 2026  
 (Date)

Clerk's Office checklist for complete applications		
<input type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation) <input type="checkbox"/> FEIN <input type="checkbox"/> Written description of premises	<input type="checkbox"/> Background investigation form(s) <input type="checkbox"/> Form for surrender of previous license <input type="checkbox"/> *Articles of Incorporation <input type="checkbox"/> *Appointment of Agent * Corporation/LLC only	<input type="checkbox"/> Floor Plans <input type="checkbox"/> Lease <input type="checkbox"/> Business Plan <input type="checkbox"/> **Sample Menu ** Class B only
<b>Upon Application Submission, the Clerk's Office issued to the application:</b>		
<input type="checkbox"/> Orange sign <input type="checkbox"/> Orange business card <input type="checkbox"/> "Applying for a Liquor/Beer License in the City of Madison" brochure with contact information		
Date complete application filed with Clerk's Office _____ Date of ALRC meeting _____ Date license granted by Common Council _____ Date provisional issued _____ Date license issued _____		

**ATTACHMENT TO MADISON FORM  
PART C: DIRECTORS AND OFFICERS**

<b>Last Name</b>	<b>First Name</b>	<b>Title</b>	<b>Phone</b>	<b>Status</b>
Schnuck	Todd	Director and Chief Executive Officer of Foodfest, Inc. and WI Foodliner, Inc.	314-994-9900	New - Form AB-100 provided.
Bell	David	Director of Foodfest, Inc. and WI Foodliner, Inc.	314-994-9900	New - Form AB-100 provided.
Moorkamp	Mary	Director and Assistant Secretary of Foodfest, Inc. and WI Foodliner, Inc.	314-994-9900	New - Form AB-100 provided.
Bauman	Brian	VP and Secretary of Foodfest, Inc. and WI Foodliner, Inc.	608-783-5500	New - Form AB-100 provided.
Stoa	Kirk	VP, Treasurer and Chief Financial Officer of Foodfest, Inc. and WI Foodliner, Inc.	608-783-5500	Existing - Form AB-100 on file.
Nilhas	Diana	Assistant Treasurer of Foodfest, Inc. and WI Foodliner, Inc.	314-994-9900	New - Form AB-100 provided.

Agent: No change, Form AB-100 and Form AB-101 on file.

NOT TRANSFERABLE. POST ENTIRE LICENSE IN A CONSPICUOUS PLACE.




**City of Madison**  
**Class B Combination**  
**License No. LICLIB-2017-00239**



**SKOGEN'S FOODLINER, INC.**  
**SKOGEN'S FOODLINER INC**  
**LIQUOR/BEER AGENT: CLIFF F KRAEGE**  
**810 E WASHINGTON AVE**  
**MADISON, WI 53703**

Expiration Date 06/30/2026  
Date Issued 10/11/2017

June 30, 2026

  
\_\_\_\_\_  
Mayor

  
\_\_\_\_\_  
Acting City Clerk

PURSUANT TO SECTION 38 OF THE MADISON GENERAL ORDINANCES AND CHAPTER 125 OF THE WISCONSIN STATE STATUTES.

Premises: 50,000 sq. ft. store, sales in wine & spirits department along the west side of the building with separate storage for wine & spirits. On-premises sales to be on the mezzanine with indoor and outdoor seating as well as a bar area. Designated stalls in parking lot for online grocery pick-up.

Common Council granted 5-2-2017, and renewal granted on 6.5.18 with conditions:

1. The establishment shall not sell, dispense or give away fermented malt beverages in the original container in amounts less than the amount contained in a six pack of 12 ounce bottles or cans. 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, dispensed or given away in the original container in amounts less than a four pack of 12 ounce bottles or cans. Flavored malt beverages containing over 6% alcohol by volume may not be sold, dispensed or given away in the original container in amounts less than a six pack of 12 ounce bottles or cans.
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' shall not 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 original container with an alcohol content of more than 12.5% alcohol by volume, where spirits have been added to the wine that have not been produced from the same fruit as the wine, for consumption off the licensed premises. This prohibition shall not apply to any other wine product as defined by Wisconsin State Statute §125.02(22).

Common Council granted change of premises on 3/5/2019 to add designated parking stalls for online grocery pick-up.

Expiration Date 06/30/2026