



Change of Premises

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)

LCPCW-2021-00710
(License number)

19
(Alder District #)

114
(Police Sector)

Office Use Only

Licensed Premises Information

This application modifies existing alcohol license number: LICLIA-2020-00793

Business dba Name: Kwik Trip 1522 (from Stop-N-Go 1522)

Licensed Address: 6202 Schroeder Rd., Madison, WI 53711

Liquor/Beer Agent Name: Eric Goldman

6 % Alcohol, 70 % Food, 24 % Other Alder, District #: 19-Keith Furman Police Sector: West Dist.

Corporate Information

Business Legal Name (as on WI State Sellers Permit): Kwik Trip, Inc.

Business Mailing Address: License Dept., P.O. Box 2107, La Crosse, WI 54602

Business Contact Name, Position: Deanna Hafner, Licensing Mgr.; David Ring, Community Relations

Business Phone: 608-274-3377 (store)
Deanna Hafner 608-793-6262, Dave Ring 608-386-5304

Business Email: DHafner@kwiktrip.com, DRing@kwiktrip.com

Current Capacity (indoor): NA-Retail est.

Current Capacity (outdoor): _____

Proposed Capacity (indoor): _____ Proposed Capacity (outdoor): _____

If your capacity is increasing, contact Building Inspection: (608) 266-4551, binspection@cityofmadison.com

Description of Proposed Changes: Remodel of convenience store from a small Stop-N-Go

with limited retail food items to a full Kwik Trip convenience store with expanded retail and grocery food products and kitchen equipment to prepare, hot-hold and merchandise ready-to-eat food items.

Detailed Floor Plans included (required)

Ronald J. Feltlow
Authorized Signature

10-27-21
Date

Orange sign and business card issued
 "License Renewals & Changes" brochure with next steps issued
Office Use Only

