



# 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

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

\_\_\_\_\_  
(Agenda Item Number)

\_\_\_\_\_  
(Legistar file number)

LICLIA-2020-00793  
(License number)

19 Furman  
(Alder District # and Name)

Office Use Only

### Licensed Premises Information

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

Current Business dba Name: Stop-N-Go 1522

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

Liquor/Beer Agent Name: Eric Goldman Alder, District #: 19

### Corporate Information

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

Business Mailing Address: License Dept., PO Box 2107, La Crosse, WI

Business Contact Name, Position: Deanna Hafner, License Mgr., Dave Ring, Community Relations

Business Phone: 608-793-6262 (Deanna Hafner) Business Email: DHafner@kwiktrip.com, DRing@kwiktrip.com  
608-386-5304 (Dave Ring)

New dba Name: Kwik Trip 1522

Ronald J. Furlow  
Authorized Signature, 10-27-21  
Date

Form submitted by mail/e-mail  
Office Use Only