



Change of dba Name

Fee: \$25.00

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

Licensed Premises Information

This application modifies existing alcohol license number: LIC-LIA-2021-00491

Current Business dba Name: Tobacco Outlet Plus 514

Licensed Address: 1117 N. Sherman Ave., Madison, WI 53704

Liquor/Beer Agent Name: Paul Thurston Alder, District #: 12

Corporate Information

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

Business Mailing Address: P.O. Box 2107, La Crosse, WI 54601

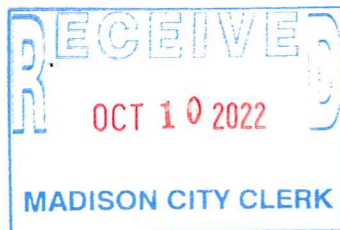
Business Contact Name, Position: Deanna Hafner, Licensing Agent.

Business Phone: 608-793-6262 Business Email: DHafner@kwiktrip.com

New dba Name: Kwik Spirits 514

Ronald J. Pfeiffer
Authorized Signature

10-9-22
Date



Form submitted by mail/e-mail
Office Use Only



Legal

PHONE 608-781-8988

FAX 608-793-6120

VIA EMAIL

October 9, 2022

1626 Oak St., P.O. Box 2107
La Crosse, WI 54602

www.kwiktrip.com

Office of the City Clerk
City-County Building, Room 103
210 Martin Luther King, Jr. Blvd.
Madison, WI 53710-3342

RE: DBA Name Change, LICLIA-2021-00491
Tobacco Outlet Plus 514 to Kwik Spirits 514
1117 N. Sherman Ave.

Dear City Clerk:

Kwik Trip, Inc. is going to rebrand the Tobacco Outlet Plus 514 store located at 1117 North Sherman Avenue to be a KWIK SPIRITS 514 convenience store. Installation of the new interior and exterior signage is to be completed by the end of November.

Attached please find the completed Change of DBA Name application, a copy of the store floor plan and the new Seller's Permit. I understand that I am responsible for payment of the \$25.00 application fee. Please generate an invoice and I will contact your treasurer's office to remit payment. I respectfully request that you include this application on the agenda of your ALRC and City Council meetings for consideration.

When approved, I would like to request that the following licenses be changed to reflect the new DBA name as well:

Tobacco/Cigarette #LICCIIG-2021-00635

Food #LICFDD-2021-00609

Weights and Measures #WM-0001521

Please contact me at (608)793-6262 or DHafner@kwiktrip.com if you require any further information. Thank you in advance for your assistance with this matter.

Yours truly,

Deanna Hafner
Licensing Agent

Attachments



WISCONSIN DEPARTMENT OF REVENUE
PO BOX 8902
MADISON, WI 53708-8902

Contact Information:

2135 RIMROCK RD PO BOX 8902
MADISON, WI 53708-8902
ph: 608-266-2776 fax: 608-224-5761
email: DORBusinessTax@wisconsin.gov
website: revenue.wi.gov

Letter ID L1542159056

ATTN DEANNA HAFNER
KWIK TRIP, INC.
PO BOX 2107
LA CROSSE WI 54602-2107

Wisconsin Department of Revenue Seller's Permit

Legal/real name: KWIK TRIP, INC.
Business name: KWIK SPIRITS 514
1117 N SHERMAN AVE
MADISON WI 53704-4234

- This certificate confirms you are registered with the Wisconsin Department of Revenue and authorized in the business of selling tangible personal property and taxable services.
- You may not transfer this permit.
- This permit must be displayed at the place of business and is not valid at any other location.
- If your business is not operated from a fixed location, you must carry or display this permit at all events.

Tax Type	Account Type	Account Number
Sales & Use Tax	Seller's Permit	456-0000287614-03

