Change of Officers

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)*

_____ *(License number)*

_____ *(Alder District # and Name)*

Office Use Only

- This application is to inform the city of any changes in corporate structure.
- **The fee** for filing this application is $25.00.
- 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: LICLIA-2024-00516

Business dba Name: PICK N SAVE #178

Licensed Address: 2502 SHOPKO DR.

Liquor/Beer Agent Name: EMILY ASK Alder, District #: _____

Corporate Information

Business Legal Name (as on WI State Sellers Permit): ULTIMATE MART, LLC

Business Mailing Address: PO Box 305103, Nashville, TN 37230

Business Contact Name, Position: Kroger Business Licensing Department

Business Phone: 615-232-7728 Business Email: business.license@kroger.com

List New Officers/Members/Directors, if applicable (attach background check form for each):	
Name	Title
GEORGE VINCENT	VICE PRESIDENT & SECRETARY
SEAN SHEPARD	VICE PRESIDENT
SAMANTHA KUPCHIK	VICE PRESIDENT
Officers/Members/Directors who will no longer hold their positions:	
Name	Former Title
CHRISTINE WHEATLEY	VICE PRESIDENT & SECRETARY
PHIL NELSON	VICE PRESIDENT
LAURA ALSTEEN	VICE PRESIDENT

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

☐ No ☑ Yes, explain: Metro Market #179 & 434, Pick N Save #131 & 183

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

If this changes ownership by 50% or more, you will also need to include a completed Liquor/Beer License Application, business plan, and sample menu with this form.

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.

Kelsey Wray
Authorized Signature

04/21/2026
Date

☐ Form submitted by mail/e-mail
Office Use Only