



## Office of the Mayor

Paul R. Soglin, Mayor

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May 22, 2015

FRESH CITY MARKET LLC  
FRESH MADISON MARKET  
JEFFERY MAURER  
703 UNIVERSITY AVE  
MADISON, WI 53715

Dear Mr. Maurer,

The Alcohol License Review Committee has requested separation of your liquor license renewal. This is a formal notice for you or your authorized representative to attend a special session of the Alcohol License Review Committee. The details are as follows:

### **Alcohol License Review Committee Special Session**

Monday, June 1, 2015, 4:30pm  
City-County Building, Room 201  
210 Martin Luther King, Jr. Blvd.  
Madison, WI 53703

The reason for the separated license renewal meeting is the committee is requesting a change of licensed conditions. The ALRC reviewed data relating to habitually alcohol law offenders and the impact on city services. The committee is requesting uniform license conditions throughout the downtown area to improve the health, safety, and welfare of the community. The request of your business is not directly related to your individual operation, but rather a policy decision by the committee.

The following are your establishment's current license conditions:

(NONE)

The Alcohol License Review Committee is requesting the following as permanent conditions:

- 1) 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 bottles or cans;
- 2) Malt based flavored coolers may not be sold, dispensed, or given away in the original

container in amounts less than a four pack of bottles or cans;

- 3) Shall not sell, dispense, or give away intoxicating liquor in the original amounts of two hundred milliliters or less in volume. "Intoxicating liquor" shall not include wine in the original container with an alcohol content of 15% or less.
- 4) Shall not sell, dispense, or give away wine in the original container with an alcohol content of more than 15% 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 vermouth, port, sherry, and wine sealed with a cork and aged two or more years, and wine with 15% or less alcohol by volume where the alcohol is produced by natural fermentation.

You are not required to appear in front of the Alcohol License Review Committee; however, it is your right to do so. If you do not contest the alteration to your liquor license, please contact me to confirm prior to the meeting on June 1. If you have any other questions or concerns, please do not hesitate to reach out.

Sincerely,

Mark Woulf  
Director, Food and Alcohol Policy  
Office of Mayor Paul R. Soglin  
(608) 266-4611  
[mwoulf@cityofmadison.com](mailto:mwoulf@cityofmadison.com)