



# Liquor/Beer Agent

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) -if change-

55321

(Legistar file number) -if change-

CLC LIB-2013-00530

(License number)

8 Reddy

(Alder District # and Name)

Office Use Only

- This application is for Liquor/Beer Agents for new alcohol licenses and for a change of Liquor/Beer Agent to an existing alcohol license.
  - If you are a **new** agent for a **new** license, there is no charge.
  - If this is a **change of agent**, there is a \$10.00 charge.
- Please include a **background check form** and copy of your **picture ID** with this application.
- Please include documentation that you have taken **Beverage Server Training** or have held an **Operator's License** within the last two years.

## To be completed by Corporate Officer or Member of LLC

I, Daniel C. Persinger, officer/member for Fresh City Market, LLC (Corp/LLC),  
doing business as Family Fresh Market - Madison, authorize and appoint Neil Heidt  
Name  
as the liquor/beer agent for the premise located at 703 University Boulevard, Madison.

*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.*

[Signature]  
Signature of corporate officer/member

3-14-2019  
Date

## To be completed by appointed Liquor/Beer Agent

I, Neil Heidt, appointed liquor/beer agent for Fresh City Market, LLC (Corp/LLC),  
being first duly sworn, affirm that I have full authority and control of the premise described  
in this license, and I am involved in the actual conduct of the business as an employee, or have a direct  
financial interest in the business of the licensee. The percent of the business I own is 0 %.

☒ I have included a copy of my photo ID and Beverage Server Training certificate/Operator's license.

*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.*

[Signature]  
Signature of corporate Agent

3-8-19  
Date

REV 09/2018

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