



# City of Madison Liquor/Beer License Renewal

→ Clerk's Office Liaison: Rachel, [rodriguez2@cityofmadison.com](mailto:rodriguez2@cityofmadison.com)

**Deadline: In Clerk's Office by 4 p.m. Monday, April 15 or postmarked by April 15**

On-Premises Consumption: ☒ Class B Beer ☒ Class B Liquor ☐ Class C Wine

Off-Premises Consumption: ☐ Class A Beer ☐ Class A Liquor ☐ Class A Cider

1. Name of Sole Proprietor, Partnership, Corporation or LLC

Segredo, LLC

2. Trade Name (doing business as)

Liquid / Ruby

3. Licensed Address

624 University Ave. Madison 53715

4. State Seller's Permit

4 5 6 - 1 0 2 8 5 4 1 6 7 1 - 0 2

5. Federal Employer Identification Number (FEIN)

46 549 3419

6. Do you understand that you must purchase alcohol beverages only from Wisconsin wholesalers, breweries, and brewpubs? ☒ Yes ☐ No

7. Do you understand that alcohol invoices must be kept at the licensed premises for two years from the date of invoice and made available for inspection by law enforcement? ☒ Yes ☐ No

8. Since filing of last application, has the named licensee or any other person affiliated with this license (partner, member, officer, director, manager or liquor/beer agent) been **convicted** of any **offenses** (excluding traffic offenses not related to alcohol) for violation of any federal laws, Wisconsin laws, any laws of other states, or ordinances of any county or municipality?  
☐ Yes (If yes, complete convictions supplement) ☒ No

9. Are any **charges** for any **offenses** presently **pending** (excluding traffic offenses not related to alcohol) against the named licensee or any other persons affiliated with this license (partner, member, officer, director, manager or liquor/beer agent)?  
☒ Yes (If yes, complete pending charges supplement) ☐ No

10. Was the profit or loss from the sale of alcohol beverages for the previous year reported on the Wisconsin Income or Franchise Tax return of the licensee?  
☒ Yes ☐ No ☐ Taxes are not filed yet, but will include this profit/loss when filed

11. Areas where alcohol beverages are sold/permitted, including outdoor seating, if applicable.

Liquid Main Room + Upper Lounge  
+ Ruby

12. Areas where alcoholic beverages are stored

liquor storage room +  
beer cooler

13. **Class B establishments:** estimated percentage of gross sales for liquor/beer vs. food business

40 % Alcohol

0 % Food

60 % Other

Show ticket  
revenue  
rental fees

14. **Class B establishments** Please list your lowest approved capacities for each category that apply:

Indoor: 720 Outdoor: N/A Other (Type and #): N/A  
(Such as Badger Football, upper level, etc.)

15. **Entertainment:**

- (a) Do you offer or allow live music performances (excluding solo acoustic)? ☒ Yes ☐ No  
(b) Do you have a designated dance floor area? ☒ Yes ☐ No  
(c) Do you offer or allow the use of a disc jockey? ☒ Yes ☐ No

If you answered yes to any of the above questions, please complete an Entertainment License application.

16. **Establishments that currently hold and 21+ or 18+ Entertainment Licenses:**

Please also complete the Entertainment License Renewal Form and submit with this form.

17. **Corporation/LLC:** Name of Liquor/Beer Agent Benjamin Churley

18. **Corporation/LLC:** City and state in which Agent resides Madison WI

19. **Corporation/LLC:** Is this Liquor/Beer Agent listed on your current license?  
☒ Yes ☐ No (If no, file Change of Agent application)

20. **Corporation/LLC:** List names of all officers/members, along with city and state of residence.

Michael Hiert, Doylestown PA

21. List names of managers, along with their city and state of residence.

Benjamin Churley Madison WI

Bryce Bruckner Madison WI

22. Michael Hiert (609) 683-5225  
Who to contact 8 a.m. - 4:30 p.m. regarding problems with application Phone Number cell

michael@liquidmadison.com  
E-mail Address

23. Does the name on your Wisconsin Seller's Permit exactly match the name on your liquor/beer license?  
☒ Yes ☐ No

24. Are you indebted to any wholesaler beyond 15 days for beer or 30 days for liquor? ☐ Yes ☒ No

25. Preferred language for correspondence from the City Clerk's Office English

[Signature] 4/8/19  
Signature of Officer/Member/Partner/Sole Proprietor Date

Clerk's Office: Date Filed/Postmarked APR 12 2019 ☐ Filed Timely ☐ Filed Late (\$250 Late Filing Fee)

MADISON CITY CLERK