



Change of Premises

Fee: \$25.00

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)

LCPCCH-2021-00329

(License number)

11
(Alder District #)

215
(Police Sector)

Office Use Only

Licensed Premises Information

This application modifies existing alcohol license number: 794212 8000-45273 mm

Business dba Name: Metcalfe's Market

Licensed Address: 726 N. Midvale Blvd Madison WI 53705

Liquor/Beer Agent Name: Kevin Metcalfe

6.67% Alcohol, 89.26% Food, 4.07% Other Alder, District #: _____ Police Sector: _____

Corporate Information

Business Legal Name (as on WI State Sellers Permit): Metcalfe Inc.

Business Mailing Address: 726 N Midvale Blvd Madison WI 53705

Business Contact Name, Position: Kevin Metcalfe

Business Phone: 608-238-7612

Business Email: Kevin.m@Shopmetcalfes.com

Current Capacity (indoor): _____

Current Capacity (outdoor): _____

Proposed Capacity (indoor): _____

Proposed Capacity (outdoor): _____

If your capacity is increasing, contact Building Inspection: (608) 266-4551, binspection@cityofmadison.com

Description of Proposed Changes: Please See Attached

☒ Detailed Floor Plans included (required)

[Signature]
Authorized Signature

6.21.2021
Date

☐ Orange sign and business card issued

☐ "License Renewals & Changes" brochure with next steps issued

Office Use Only



City of Madison
Licensing for City of Madison

June 21, 2021

This letter serves as our desire to amend the existing alcohol licensed premises of Metcalfe Inc., 726 N Midvale Blvd Madison WI 53705. The Change of Premises is to include our curb side pickup area outside within the parking lot of Metcalfe Markets. We have a designated PICK-UP area see attached with our phone number to call the On The Go department to indicate a customer has arrived. We will comply with all our current requirements for verifying photo ID and hours of operation.

Thank you for your consideration.

Sincerely,

Kevin Metcalfe
Metcalfe Foods-Tosa, Inc
608-345-2219
kevin.m@shopmetcalfes.com

HILDALE

726 N Midvale Blvd
Madison, WI 53705
Phone: 608.238.7612
hilldale@shopmetcalfes.com

WEST TOWNE

7455 Mineral Point Rd
Madison, WI 53717
Phone: 608.829.3500
west@shopmetcalfes.com

WAUWATOSA

6700 W State St
Wauwatosa, WI 53213
Phone: 414.259.8560
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