

- Original Alcohol Beverage License Application (AT-106)** – must be filed with the Clerk at least 15 days prior to a regularly scheduled Common Council meeting. See application deadlines on reverse side. Please call 608-348-1823 to schedule an appointment for in person consultation. Note – only completed applications will be accepted.
 - Name on application must be the same as the name on your Wisconsin Sales and Use Permit that is registered with the Wisconsin Department of revenue and the WI Dept. Financial Institutions.
- Surrender of License form** – if applicable, this form must be completed and signed by both the current owner and the new applicant of an alcohol license.
- Copy of Lease (if you are leasing the premises)** – A copy of your lease must be provided to show that you have full control of the premises (ss 125.04)
- Copy of the WI Sales and Use Permit number** – This will start with a 456-xxxx... It is a 15-digit number.
- Map of the premise** – describing where the alcohol will be server and stored.
- Business plan** – discussing your operation, number of employees, % of food sales, etc.
- Schedule of Appointment of Agent (AT-104)** – All corporations/organizations and limited liability companies must appoint an agent. This person must have resided in the state of Wisconsin for at least 90 days prior to the date of application. A member of the corporation, limited liability, etc. Must also sign this application. **The Agent must also provide proof of completing the Bartenders Awareness course** (see below) if they have not held an alcohol license or bartender license within the last two years.
- Auxiliary Questionnaire (AT-103)** – All individual owners, partners, corporate officers, **(including agent)** must complete this application.
- Operator's (Bartender) License Application** – Individuals aged 18 or older may be licensed to serve and/or sell alcohol. A licensed bartender must be present and be able to see all employees serving and /or selling alcohol at all times.
- Bartender's Awareness Course** – This course must be completed before a permanent bartender license can be issued. Complete and submit the training course online from the approved list found at www.revenue.wi.gov
- \$50.50 Publication fee must be paid at the time of filing the alcohol application.** – Remaining license fees and any delinquent bills with the City must be paid prior to the issue of the license.
- Attend License Committee Meeting for all newly licensed premises** – may also be required for new owners of an existing licensed premise.

Date of meeting: ___/___/___ at 9:00 am in Council Chambers, City Hall, 75 N Bonson Street.
Date/Time subject to change. City Clerk will be in contact with the applicant.
- Date of Common Council meeting:** ___/___/___ at 6:00 p.m. in Council Chambers, City Hall, 75 N Bonson Street

Wisconsin Alcohol Beverage Laws for Retailers Pamphlet (Pub. 302) – It is your responsibility to read and understand this publication.

Questions:

Email: cityclerk@platteville.org

Phone: 608-348-1823

Completed paperwork and payment can be submitted to:

Paperwork: cityclerk@platteville.org

Payment: City Clerk office, City Hall, upper level, 75 N Bonson Street

Mail to: City Clerk, P.O. Box 780, Platteville, WI 53818

Drop box: Mark "City Clerk" use Water and Sewer drop box in front right side of City Hall

2023 APPLICATION DEADLINES

License may be issued the day following Council Meeting if all other requirements have been met.

Council Meeting	Application Deadline By NOON	License Committee Review Date (if Needed) 9:00 am
January 10, 2023	January 3, 2023	
January 24, 2023	January 16, 2023	January 19, 2023
February 14, 2023	February 6, 2023	
February 28, 2023	February 20, 2023	February 9, 2023
March 14, 2023	March 6, 2023	
March 28, 2023	March 20, 2023	March 9, 2023
April 11, 2023	April 3, 2023	
April 25, 2023	April 17, 2023	April 13, 2023
May 9, 2023	May 1, 2023	
May 23, 2023	May 15, 2023	May 11, 2023
June 13, 2023	June 5, 2023	
June 27, 2023	June 19, 2023	June 8, 2023
July 11, 2023	July 3, 2023	
July 25, 2023	July 17, 2023	July 13, 2023
August 8, 2023	July 31, 2023	
August 22, 2023	August 14, 2023	August 10, 2023
September 12, 2023	September 5, 2023	
September 26, 2023	September 18, 2023	September 14, 2023
October 10, 2023	October 2, 2023	
October 24, 2023	October 16, 2023	October 12, 2023
November 14, 2023	November 6, 2023	
November 28, 2023	November 20, 2023	November 9, 2023
December 12, 2023	December 4, 2023	
December 26, 2023 (if not canceled)	December 18, 2023	December 8, 2023

CITY OF PLATTEVILLE, WISCONSIN

SURRENDER OF LICENSE

This is to advise that, as licensee, I (We) hereby surrender a Combination "Class B" Intoxicating Liquor & Fermented Malt Beverage license (Tavern) for the premise located at _____, on the condition that it be granted to the applicant (future licensee).

_____, d/b/a _____
(Current business owner) (Current business name)

and _____, as applicant, make a
(Future business owner)

concurrent application for that license.

CURRENT LICENSEE

Signature _____ Date ___/___/___

Please print the following information:

Name _____

Home address _____

City _____ Zip _____

Phone (____) _____

APPLICANT - FUTURE LICENSEE

Signature _____ Date ___/___/___

Name _____

Home address _____

City _____ Zip _____

Phone (____) _____



WISCONSIN DEPARTMENT OF REVENUE
PO BOX 8902
MADISON, WI 53708-8902

State of Wisconsin • DEPARTMENT OF REVENUE

REGISTRATION UNIT
2135 RIMROCK RD PO BOX 8902 MADISON, WI 53708-8902
PHONE: 608-266-2776 FAX: 608-264-6884
EMAIL: sales10@revenue.wi.gov WEBSITE: www.revenue.wi.gov

Letter ID: [REDACTED]

ALDINO WISCONSIN
[REDACTED] 0-4448

State of Wisconsin • DEPARTMENT OF REVENUE

Wisconsin Seller's Permit - Personal Wallet
Copy

Sellers Permit Number: [REDACTED]
Expiration Date: 31-Dec-2012
Legal/Real Name: [REDACTED] WISCONSIN

Signature _____

Registration Certificate

Certificate Expiration Date: 31-Dec-2012

LEGAL/REAL NAME: [REDACTED]

This certificate confirms that you are registered with the Wisconsin Department of Revenue.
This certificate is not transferable.

If your business is not operated from a fixed location, such as craft shows, flea markets, etc., the wallet copy should be displayed or carried with you to various events.

You are authorized to engage in the business activity(ies) indicated for the following tax(es).

Tax Type	Account Type	Cease Date	Number
Local Exposition Tax	Local Exposition Tax		[REDACTED]
Sales & Use	Seller's Permit		[REDACTED]
Withholding Tax	Withholding Tax		[REDACTED]

Original Alcohol Beverage License Application

FOR CLERKS ONLY	
Municipality	
License Period	

License(s) Requested

- | | |
|--|--|
| <input type="checkbox"/> Class "A" Beer \$ _____
<input type="checkbox"/> Class "B" Beer \$ _____
<input type="checkbox"/> "Class C" Wine \$ _____
<input type="checkbox"/> Reserve "Class B" Liquor \$ _____ | <input type="checkbox"/> "Class A" Liquor \$ _____
<input type="checkbox"/> "Class B" Liquor \$ _____
<input type="checkbox"/> "Class A" Liquor (Cider Only) \$ <u> 0 </u>
<input type="checkbox"/> "Class B" (Wine Only) Winery \$ _____ |
|--|--|

License Fees	\$
Publication Fee	\$
Background Check	\$
Total Fees	\$

Part A: Premises/Business Information		
1. Legal Business Name (registered entity name or individual's name if sole proprietorship)		
2. Trade Name or DBA		
3. Premises Address		
4. County	5. Municipality	6. Aldermanic District
7. Mailing Address (if different from premises address)		
8. FEIN	9. Wisconsin Seller's Permit Number	
10. Premises Phone	11. Premises Email	
12. Entity Type (<i>check one</i>)		
<input type="checkbox"/> Sole Proprietor <input type="checkbox"/> Partnership <input type="checkbox"/> Limited Liability Company <input type="checkbox"/> Corporation <input type="checkbox"/> Nonprofit Organization		
13. Premises Description - Describe the building or buildings where alcohol beverages are to be sold and stored. Describe all rooms including living quarters, if used, for the sales, service, consumption, and/or storage of alcohol beverages and records. Alcohol beverages may be sold and stored ONLY on the premises described in this application. Attach additional sheets if necessary.		

Part B: Questions
1. Have the partners, agent, or sole proprietor satisfied the responsible beverage server training requirement for this license period? Submit a copy of Responsible Beverage Server Training Course Certificate. <input type="checkbox"/> Yes <input type="checkbox"/> No
2. Does the applicant business or its partners, officers, directors, managing members, or agent hold a direct or indirect interest in any alcohol beverage wholesaler or producer (e.g., brewer, brewpub, winery, distillery)? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, please explain using the space below. Attach additional sheets if necessary.

Part C: For Corporate/LLC Applicants Only

1. State of Registration	2. Date of Registration	
3. Is the applicant business owned by another corporation or LLC? If yes, please provide the name and FEIN of the parent company below, include parent company members in Part D, and attach Form AT-103 for all of the parent company's principal members, managers, officers, or directors <input type="checkbox"/> Yes <input type="checkbox"/> No		
Name of Parent Company	FEIN of Parent Company	
4. Does the parent company or any of its officers, directors, managing members, or agent hold any direct or indirect interest in any other alcohol beverage wholesaler or producer (e.g., brewer, brewpub, winery, distillery)? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, please explain using the space below. Attach additional sheets if necessary.		
5. Agent's Last Name	Agent's First Name	Phone

Part D: Individual Information

A Supplemental Questionnaire, Form AT-103, must be completed and attached to this application for each person involved in the applicant business and any parent company as indicated in Part C. Persons in the applicant business include: sole proprietor, all officers, directors, and agent of a corporation or nonprofit organization, all partners of a partnership, and all managing members and agent of a limited liability company.

List the full name, title, and phone number for each person below. Attach additional sheets if necessary.

Last Name	First Name	Title	Phone

Part E: Attestation

Who must sign this application?

sole proprietor
 one general partner of a partnership
 one corporate officer
 one managing member of an LLC

READ CAREFULLY BEFORE SIGNING: Under penalty of law, I have answered each of the above questions completely and truthfully. I agree that I am acting solely on behalf of the applicant business and not on behalf of any other individual or entity seeking the license. Further, I agree that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another individual or entity. I agree to operate this business according to the law, including but not limited to, purchasing alcohol beverages from state authorized wholesalers. I understand that lack of access to any portion of a licensed premises during inspection will be deemed a refusal to allow inspection. Such refusal is a misdemeanor and grounds for revocation of this license. I understand that any license issued contrary to Wis. Stat. Chapter 125 shall be void under penalty of state law. I further understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.

Signature	Date	
Name (Last, First, M.I.)		
Title	Email	Phone

Part F: For Clerk Use Only

Date application was filed with clerk	Date reported to governing body	Date provisional license issued (if applicable)
Date license granted	License number	Date license issued
Signature of Clerk/Deputy Clerk		

Form AT-106 Instructions

Original Alcohol Beverage License Application

Who needs an alcohol beverage license?

Any individual or entity that wants to sell alcohol beverages to consumers or allow consumption in a public place must get a retail alcohol beverage license.

Who issues alcohol beverage licenses?

Municipal clerks of cities, villages, and towns issue alcohol beverage licenses after the governing body (city council, town or village board) grants the license.

Specific Instructions

License Period:

- Annual licenses expire June 30 each year except licenses issued by the City of Milwaukee. Annual licenses issued by the City of Milwaukee may be issued at any time throughout the year and are valid for one year from the date of issuance.

License Requested and License Fees:

- Select the alcohol beverage license(s) you would like to apply for.
- Generally, you may apply for no more than two licenses for the same premises. Further, some license combinations are not acceptable, (e.g., “Class A” and a Class “B”).
- For descriptions of each of the alcohol beverage licenses and their authorizations, see [Publication 302, Information for Wisconsin Alcohol Beverage and Tobacco Retailers](#).
- License costs are determined by the municipality within a range set by state law. Ask your clerk how much the license, background check, and publishing fees in that municipality cost.
- License fees for licenses issued for less than 1 year must be prorated according to the number of months or fraction of months remaining in the licensing year.

Part A: Premises/Business Information

- Enter the legal business name in box 1.
- Enter the trade name or “doing business as” name in box 2, if different than the name in box 1.
- All requests for “premises” information are requests for the physical location within the municipality and contact information to reach the business during open hours.
- Check one entity type in box 12 to indicate how the business is legally organized.
- Box 9: For questions about obtaining a seller’s permit, see [Sellers Permit Common Questions](#).
- Box 13: Describe the premises in detail. Include outdoor spaces if your municipality allows it. Some municipalities have specific requirements for outdoor spaces as a part of the licensed premises. Call your municipal clerk to learn more. Attach a floor plan if possible.

Example: The premises is located at 1234 Main St., Realtown, WI 12345 and includes only the first-floor bar room, dining room, kitchen, north storage room, and south office of the 5,000 square foot building.

Part B: Questions

- Question 1: Wisconsin law requires all sole proprietors, partners, and agents of corporations and LLCs to successfully complete a Wisconsin approved responsible beverage server (RBS) training course within the past two years unless:
 - The applicant is renewing a license, or
 - Within the past two years:
 - a. The applicant held a manager’s or operator’s (bartender) license.
 - b. The applicant held or was the agent of a corporation or LLC that held any municipally-issued alcohol beverage license in Wisconsin.
- To learn about your responsibility to complete the responsible beverage server requirement, please review [Publication 302, Information for Wisconsin Alcohol Beverage and Tobacco Retailers](#).

- Question 2: Wisconsin law generally prohibits businesses and individuals from having an interest in more than one tier of the alcohol beverage industry (production, wholesale, and retail). Some examples of prohibited interest restrictions are described in Administrative Code ([Tax 8.87](#), Wis. Adm. Code).

Part C: For Corporate/LLC Applicants Only

- Complete this section if you checked corporation or a limited liability company in box 12, Part A.
- Box 3: If the applicant is owned by another corporation or LLC, include information about the parent company's principal managing members, officers, or directors in Part C below, including the completion of Form AT-103.
- Box 4: Some examples of prohibited interest restrictions are described in Administrative Code ([Tax 8.87](#), Wis. Adm. Code).
- Box 5: List the name and the phone number of your appointed agent. Include a Form AT-103 for that person and a Form AT-104 with your application.

Note: If the applicant business, parent company, or any managing members, directors, or officers of either entity hold a direct or indirect interest in an alcohol beverage producer or wholesaler, you may not be eligible to hold a retail alcohol beverage license. Before submitting this form, reach out to your municipal clerk or the Department of Revenue.

Part D: Individual Information

- Provide basic information for all persons involved in the retail alcohol beverage business who are owners, officers, directors, managing members, or the agent.
- Example titles: President, Treasurer, Director, Chief Financial Officer, Member, Partner, etc.
- Sole-proprietors, partners in a partnership, and the agent of an LLC or corporation must reside in Wisconsin.
- Include a Supplemental Questionnaire (Form AT-103) for each person listed in this section with the submission of this application.

Part E: Attestation

- Read the attestation carefully, then sign and date.

Part F: For Clerk Use Only

- “*Date license granted*” means the date the municipal governing body approved the license to be issued.
- “*Date license issued*” means the date the municipal clerk issued the license certificate document.

Completion and Submission of AT-106

- Submit the completed application to the clerk of the municipality in which you are applying for a license.
 - License applications must be filed with the municipal clerk at least 15 days before they can be approved by the governing body, except licenses issued by municipalities within Milwaukee County. Governing bodies of municipalities within Milwaukee County establish their own period that applications must be filed with the municipal clerk.
 - In addition to Form AT-106, include:
 - Form AT-103 for the sole-proprietor; all officers, directors, and agent of a corporation or nonprofit organization; all partners of a partnership; all managing members and agent of a limited liability company
 - Form AT-104 for corporation, nonprofit organizations, and LLC applicants
 - License and publication fees as required by your municipality
 - Responsible beverage server training course completion certificate or other acceptable replacement document described in Part B, Question 1
 - Proof the applicant holds a seller's permit, such as a copy of the seller's permit document
- Note:** See [Publication 206](#), *Sales Tax Exemptions for Nonprofit Organizations*, for information on when a nonprofit organization may be exempt from holding a seller's permit.
- All other information and documents required by your municipality

NOTE: You are required by federal law to register as an Alcohol Dealer with the federal Alcohol and Tobacco Tax and Trade Bureau (TTB) before beginning business. Use [Form TTB F 5630.5d Alcohol Dealer Registration](#) and return the form to the address listed on the instructions.

Open Records

This application is an open record under state law (sec. [19.35](#), Wis. Stats.) and may be provided to the public. If this license is issued by your municipality, your municipality must report the license to the Wisconsin Department of Revenue. The department will not disclose personal information such as residential addresses, home phone numbers, social security numbers, age, birth date, and place of birth of individuals, including partners, officers, directors, members, managers, and agents of corporations or LLCs.

Assistance

This form is designed by the Department of Revenue for use by municipal governments. If you require assistance with this form, consider reaching out to your local clerk for assistance with the following:

- Submission of this application and associated forms
- Availability and cost of certain licenses in a community

If you have questions about alcohol beverage laws and regulations, you may contact the Department of Revenue using the contact information below.

Website: [DOR Alcohol Beverage \(wi.gov\)](http://DORAlcoholBeverage.wi.gov)

Write: DORAlcoholTobaccoEnforcement@wisconsin.gov

Call: (608) 264-4573

Resources Provided by the Department of Revenue

[License frequently asked questions](#)

[Publication 302](#) *DOR Alcohol Beverage Laws for Retailers Licenses*

[Publication 309](#) *Retail Alcohol Beverage Licensing Guide for Municipalities*

[Fact Sheet 3101](#) *Licenses for Retail Sale of Alcohol Beverages*

[Fact Sheet 3103](#) *Licensed or Permitted Premises Description*

[Fact Sheet 3116](#) *Reserve "Class B" Liquor Licenses*

[Fact Sheet 3118](#) *"Class B" Liquor License Quotas*

Alcohol Beverage License Application Supplemental Questionnaire

Date

This form must be submitted to the municipal clerk, and be accompanied by one or more of the following forms: AT-104, AT-106, AT-108, AT-115, or AT-200. One Form AT-103 must be completed by each person involved in the applicant business or parent company including:

- sole proprietor
- all officers, directors, and agent of a corporation or nonprofit organization
- all partners of a partnership
- managing members and agent of a limited liability company

Your alcohol beverage application or renewal is not complete until all required Supplemental Questionnaires are submitted.

Part A: Premises/Business Information				
1. Registered Entity Name (or individual name if sole proprietor)				
2. Trade Name or DBA				
3. Entity Type (<i>check one</i>)				
<input type="checkbox"/> Sole Proprietor	<input type="checkbox"/> Partnership	<input type="checkbox"/> Limited Liability Company	<input type="checkbox"/> Corporation	<input type="checkbox"/> Nonprofit Organization

Part B: Individual Information				
1. Name (Last, First, M.I.)				
2. Relationship to Registered Entity (Title)		3. Email		4. Phone
5. Home Address				
6. City		7. State	8. Zip Code	9. Date of Birth
10. Drivers License/State ID Number			11. Drivers License/State ID State of Issuance	

Part C: Address History	
List in chronological order your last two residence addresses within the last 5 years.	
Previous Address 1	
Previous City, State, Zip	Dates (MM/YYYY - MM/YYYY)
Previous Address 2	
Previous City, State, Zip	Dates (MM/YYYY - MM/YYYY)

Part D: Employment History	
List in chronological order your last two employers within the last 5 years.	
Employer's Name	
Employer's Address	Dates Employed (MM/YYYY - MM/YYYY)
Employer's Name	
Employer's Address	Dates Employed (MM/YYYY - MM/YYYY)

Part E: Criminal History

1. Have you ever been convicted of any offenses (other than traffic offenses unrelated to alcohol beverages) for violation of any federal, Wisconsin, or another state's laws or of any county or municipal ordinances? Yes No
 If yes to question 1, please list details of each conviction below. Attach additional sheets as needed.

Law/Ordinance Violated	Trial Date
------------------------	------------

Penalty Imposed	Was sentence completed? <input type="checkbox"/> Yes <input type="checkbox"/> No
-----------------	--

Law/Ordinance Violated	Trial Date
------------------------	------------

Penalty Imposed	Was sentence completed? <input type="checkbox"/> Yes <input type="checkbox"/> No
-----------------	--

2. Are charges for any offenses currently pending against you (other than traffic offenses unrelated to alcohol beverages) for violation of any federal, Wisconsin, or another state's laws or any county or municipal ordinances? Yes No
 If yes to question 2, describe nature and status of pending charges using the space below. Attach additional sheets as needed.

Part F: Questions

1. Have you lived in any state other than Wisconsin as an adult? If yes, please list them in the space below. If no, continue to question 2. Yes No

2. How long have you continuously lived in Wisconsin prior to the date of application?	Years	Months
--	-------	--------

3. Do you hold a direct or indirect interest in any alcohol beverage wholesaler or producer (e.g. brewer, brewpub, winery, distillery)? If yes, please explain using the space below. Attach additional sheets as needed. Yes No

Part G: Attestation

READ CAREFULLY BEFORE SIGNING: I understand that any license issued contrary to Wis. Stat. Chapter 125 shall be void under penalty of state law. I further understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.

Signature	Date
-----------	------

Form AT-103 Instructions

Alcohol Beverage License Application/Supplemental Questionnaire

Who must complete Form AT-103?

All persons involved in the applicant business who are partners of a partnership, officers, directors, managing members, sole proprietors, or agents. These persons must be identified in the schedule for appointment of agent (Form AT-104), original license application (Form AT-106), retail license transfer (Form AT-108) the renewal license application (Form AT-115), or the appointment of successor agent (Form AT-200).

Where do I submit Form AT-103?

Submit this form with Form AT-104, AT-106, AT-108, AT-115, or AT-200 to the clerk of the municipality in which the applicant business is located.

Specific Instructions

Date

- Date the form in the top left corner.

Part A: Premises/Business Information

- Enter the legal business name in box 1. If sole proprietor, enter the individual's first and last name.
- Enter the trade name or "doing business as" name in box 2, if different than the name in box 1.
- Check one entity type in box 3 to indicate how the business is legally organized.

Note: This business information must match the information on the license application (Form AT-106 or AT-115).

Part B: Individual Information

- Provide all requested personal information.
- For box 2: Enter your title or describe your relationship to the business. Examples: President, Treasurer, Director, Chief Financial Officer, Member, Partner, Agent, etc.

Part C: Address History

- List your two most recent addresses within the past five years.

Part D: Employment History

- List your two most recent employers/business ventures within the past five years.

Part E: Criminal History

- Question 1: Disclose any civil or criminal violations of law in any jurisdiction (federal, state, or local ordinance), and include detailed descriptions of any violations of law involving alcohol beverages (OWI, disorderly conduct, etc.).
- Question 2: Disclose any pending charges against you in any jurisdiction and include detailed descriptions of any charges involving alcohol beverages.

Note: Subject to the Wisconsin Fair Employment Law (Ch. 111, Wis. Stats.), persons with convictions or pending charges may, if those offenses are sufficiently relevant, be prohibited from holding a retail alcohol beverage license under sec. [125.04\(5\)\(a\)\(1\)](#) Wis. Stats. See the Department of Revenue's [Permit Predetermination Common Questions](#) for offenses that may prevent someone from holding a license.

Part F: Questions

- Question 4: Wisconsin law generally prohibits businesses and individuals from having an interest in more than one tier of the alcohol beverage industry (production, wholesale, and retail). Disclose whether you hold a direct or indirect interest in any alcohol beverage wholesaler or producer (e.g., brewer, brewpub, winery, distillery).
- Examples of prohibited interest restrictions are described in Administrative Code ([Tax 8.87](#), Wis. Adm. Code).

Note: If you hold a direct or indirect interest in an alcohol beverage wholesaler or producer, you may not be eligible to hold an alcohol beverage license. Before submitting this form, reach out to your municipal clerk or the Department of Revenue.

Part G: Attestation

- Read the attestation carefully, then sign and date.

Assistance

This form is designed by the Department of Revenue for use by municipal governments. Reach out to your municipal clerk for assistance with the following:

- Submission of the retail license application and supplemental forms
- Availability and cost of certain licenses

If you have questions about alcohol beverage laws and regulations, you may contact the Department of Revenue using the contact information below.

Website: [DOR Alcohol Beverage \(wi.gov\)](http://wi.gov)

Write: DORAlcoholTobaccoEnforcement@wisconsin.gov

Call: (608) 264-4573

Resources Provided by the Department of Revenue

[License frequently asked questions](#)

[Publication 302](#) *DOR Alcohol Beverage Laws for Retailers Licenses*

[Publication 309](#) *Retail Alcohol Beverage Licensing Guide for Municipalities*

[Fact Sheet 3101](#) *Licenses for Retail Sale of Alcohol Beverages*

[Fact Sheet 3103](#) *Licensed or Permitted Premises Description*

[Fact Sheet 3116](#) *Reserve "Class B" Liquor Licenses*

[Fact Sheet 3118](#) *"Class B" Liquor License Quotas*

Schedule for Appointment of Agent by Corporation / Nonprofit Organization or Limited Liability Company

Submit to municipal clerk.

All corporations/organizations or limited liability companies applying for a license to sell fermented malt beverages and/or intoxicating liquor must appoint an agent. The following questions must be answered by the agent. The appointment must be signed by an officer of the corporation/organization or one member/manager of a limited liability company and the recommendation made by the proper local official.

To the governing body of: Town
 Village of _____ County of _____
 City

The undersigned duly authorized officer/member/manager of _____
(Registered Name of Corporation / Organization or Limited Liability Company)

a corporation/organization or limited liability company making application for an alcohol beverage license for a premises known as _____
(Trade Name)

located at _____

appoints _____
(Name of Appointed Agent)

_____ *(Home Address of Appointed Agent)*

to act for the corporation/organization/limited liability company with full authority and control of the premises and of all business relative to alcohol beverages conducted therein. Is applicant agent presently acting in that capacity or requesting approval for any corporation/organization/limited liability company having or applying for a beer and/or liquor license for any other location in Wisconsin?

Yes No If so, indicate the corporate name(s)/limited liability company(ies) and municipality(ies).

Is applicant agent subject to completion of the responsible beverage server training course? Yes No

How long immediately prior to making this application has the applicant agent resided continuously in Wisconsin? _____

Place of residence last year _____

For: _____
(Name of Corporation / Organization / Limited Liability Company)

By: _____
(Signature of Officer / Member / Manager)

Any person who knowingly provides materially false information in an application for a license may be required to forfeit not more than \$1,000.

ACCEPTANCE BY AGENT

I, _____, hereby accept this appointment as agent for the
(Print / Type Agent's Name)

corporation/organization/limited liability company and assume full responsibility for the conduct of all business relative to alcohol beverages conducted on the premises for the corporation/organization/limited liability company.

(Signature of Agent) _____ *(Date)* Agent's age _____

_____ Date of birth _____
(Home Address of Agent)

APPROVAL OF AGENT BY MUNICIPAL AUTHORITY (Clerk cannot sign on behalf of Municipal Official)

I hereby certify that I have checked municipal and state criminal records. To the best of my knowledge, with the available information, the character, record and reputation are satisfactory and I have no objection to the agent appointed.

Approved on _____ by _____ Title _____
(Date) *(Signature of Proper Local Official)* *(Town Chair, Village President, Police Chief)*

City of Platteville Operator License Application

(for individuals selling or serving alcohol, pursuant to Platteville Municipal Code 36.07)

Licenses expire June 30. Fees shall not be prorated or refunded.

- \$23 - 1 year License** (next ensuing June 30)
 \$33 - 2 year License (second ensuing June 30)
 \$10 - 60 day Provisional License
 \$7 – Background Check (1 required every 12 months)

Office Use:	___ Copy of Responsible Beverage Server Course (email certificate to: steffenc@platteville.org) ___ Renewal Receipt # _____	EXPIRES: June 30, 20 _____ LICENSE # _____ Issued _____
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Qualifications:

1. You must be at least 18 years old.
 2. You must meet criminal and other record requirements.
 3. You must have completed a responsible beverage server course approved by the State of Wisconsin.
- The last requirement can be waived if this is a renewal application or if you held a Wisconsin alcohol beverage license, including an operator's license, within the past two years.

Filling out your application:

- Please print legibly.
- An operator license is a privilege, not a right. **Any false answers or omissions may result in the denial of your application.**
- If you have any doubt as to whether to include the facts of a specific incident, it is recommended that you disclose the information.
- If you are unsure about how to respond to any questions on this form, check with the City Clerk for clarification.
- You may obtain information regarding your conviction record from the court with which you interacted, or the Wisconsin Circuit Court Access website at www.wcca.wicourts.gov/index.xsl (CCAP may not provide a comprehensive list of ALL arrests and convictions).

Processing of your application:

- The Platteville Police Department will perform an offense record background check.
- If you have delinquent accounts or unpaid parking tickets with the City of Platteville, your application approval may be delayed until they are paid.
- Your application will not be processed until you deal with outstanding warrants.
- If there are concerns about your application, it will be reviewed by the License Committee and you may be asked to appear.
- If you are asked to appear before the License Committee, but choose not to do so, your application may be denied.
- Meetings of the License Committee are open to the public.

Date	Driver's License Number (State & Number)		
First Name	M. I.	Last Name	
Residence: Street Address	City	State	Zip
If you want your license mailed to a different address than above, please provide the address here:			
Contact Phone	Date of Birth	Birth Place (City, State)	Sex
-over-			

Other names, aliases or birthdates ever used:		
Cities and States lived in during the last 10 years, including where you now reside:	From:	To:
	From:	To:
	From:	To:
	From:	To:

List Any Pending Citations, Tickets, or Criminal Charges

Year	Offense Location	Charge	At the time of incident were you under the influence of alcohol and/or other drugs?	Did incident occur in or around an establishment that serves alcohol?

List All Citations, Tickets, Municipal/Ordinance Violations and Criminal Convictions
(Excluding Parking Tickets). Attach additional paper if necessary.

Year	Offense Location	Charge	At the time of incident were you under the influence of alcohol and/or other drugs?	Did incident occur in or around an establishment that serves alcohol?

Applicant's Signature

State of Wisconsin
Department of Revenue

Email Certificate to steffenc@platteville.org

Alcohol Seller/Server

While the following Responsible Beverage Server training courses have been approved for certification in the state, the Wisconsin Department of Revenue does not endorse nor administer any of these programs. **Any issues you have concerning registration, student certification, fees, certificates, etc., must be directed to the individual vendor for resolution. Persons seeking how to become an approved course provider, see our [common questions](#).**

Classroom instruction providers:

- [Wisconsin Technical Colleges](#)
- [RBSLearn.com](#)
- [Serving Alcohol Inc. - Wisconsin Alcohol Seller/Server Course](#)
- [ServSafe Alcohol](#) (WRAEF/NRAEF)
- [TIPS](#)

Online instruction providers:

- [Affordable Alcohol Training dba LIQUORexam.com](#)
- [EduClasses.org](#)
- [Learn2Serve](#)
- [R-serving.com](#) (Professional Server Certification Corporation)
- [ServerLicense.com](#)
- [Serving Alcohol Inc. - Wisconsin Alcohol Seller/Server Course](#)
- [ServSafe Alcohol](#) (WRAEF/NRAEF)
- [TIPS](#) ("eTIPS On Premise" is the only approved online course for Wisconsin)
- [Wisconsin-Bartending.com](#)

February 25, 2022



2023 LICENSE/PERMIT FEES

Alcohol (July 1 – June 30)	
Operator	\$ 23 (1 year) \$ 33 (2 year) \$ 10 (provisional)
Class “A” Beer	\$150
Class “B” Beer	\$100
“Class C “Wine	\$100
“Class A” Beer & Liquor	\$650
“Class B” Beer & Liquor	\$600 (0 Available)
Reserve “Class B” Beer & Liq.	\$10000 (4 Available)
Provisional	\$ 15
Change of Agent	\$ 10
Publication - Renewal	\$ 7
Publication - New	\$ 50.50
Annual Alcohol Renewal License Late Fee	\$100
Temporary (Picnic) “Class B” or Class “B”	\$ 10 (2 wine per 12 month period)
Background Fee	\$ 7 (required only once/year)
Banner Permits	\$125
Direct Seller Permits	\$ 50 (1 yr. from date of issuance)
Fireworks Dealer	\$200 (1 yr. from date of issuance)
Junk Dealer (July 1 – June 30)	\$ 50
Dog (issued by Finance)	\$ 6 (neutered)/ \$12 (not neutered)
Kennel/Grooming	\$ 35
Parade/Walkathon/Run	\$ 50
Taxi (Jan 1 – Dec 31))	
Driver	\$ 13
Vehicle	\$ 13
Provisional (60 days)	\$ 13
Tobacco/Cigs (July 1- June 30)	\$100
Copies	\$ 0.25 (per page)

CONTACTS

Your Alderperson

(name) _____

Phone: _____

E-mail: _____

License Committee

Barb Daus, 608-348-3365

barbaradaus@platteville.org

Eileen Nickels, 608-348-6035

eileennickels@platteville.org

Ken Kilian, 608-348-8479

kenkilian@platteville.org

Deputy City Clerk

Colette Steffen

Room 201, City Hall Building

608-348-1834

Platteville Police Department

Police Chief Doug McKinley

608-348-1839

City Inspectors

Building Inspector Ric Riniker

608-348-1830

Fire Inspector Casey Pickel

608-348-1828

City of Platteville Clerk's Office

City Clerk
Candace Klaas

cityclerk@platteville.org

608-348-1823

75 N Bonson Street

P.O. Box 780

Platteville, WI 53818

www.platteville.org

**The Clerk's Office cannot complete
your forms or provide legal advice.**

Alcohol License: Renewals, Changes & Permits



Updated 1/10/23

Renewing an Alcohol License

Renewal applications are mailed on April 1, and are due May 1 every year, regardless of when the license was granted. Mark your calendar now!

Establishments filing renewal paperwork after May 1 are assessed a \$100 late filing fee.

All application forms may be found at:

<http://www.platteville.org/administration/page/retail-alcohol-beverage-license-applications>

Renewal Holds

Items that can stop a license renewal include:

- ✓ non-payment of licensing fees
- ✓ delinquent wholesaler debt
- ✓ delinquent personal property tax
- ✓ delinquent state sales tax
- ✓ outstanding fees/fines
- ✓ no State Seller's Permit ID number
- ✓ incomplete inspection form (building, fire or police)

All licenses are subject to approval by the Common Council.

It is your responsibility to be aware of these and to be certain the renewed license is posted by July 1. Otherwise, the Police Department will close your establishment.

Other Applications

Applications below are brought before the Common Council for approval. Submit application 3-4 weeks before a Common Council meeting for processing.

Operators

Anyone selling or serving alcohol must be licensed or be in direct line of vision of a licensed operator.

The license applicant must go through a police background check which is a \$7 fee. If offenses need to be addressed, they will need approval from the License Committee before final approval can be given by the Common Council.

All applicants must provide proof that they passed an approved Beverage Server Training course.

Changes to Your Licensed Premise

A Change of Licensed Premise application is required for any remodeling project, expansion of the area where alcohol will be served or stored, or a change in the conditions on your license.

Change of Liquor/Beer Agents

The appointment of a new Liquor/Beer agent must be approved by the License Committee and confirmed by the Common Council. Within 10 days of being appointed, all new agents need to:

- ✓ fill out an Appointment of Agent form
- ✓ fill out an Auxiliary Questionnaire form (background check will be preformed)
- ✓ be a Wisconsin resident for at least 90 days

Change of Ownership

If a business is sold to another corporation or LLC, the new owner must apply for an entirely new alcohol license.

Change of Corporate Officers

If a company's corporate officers change, an Auxiliary Questionnaire form for each new member must be completed. A corporate officer who leaves the company should also be reported.

Extending Your Premise

If an establishment wishes to hold an event and serve alcohol in their parking lot or another unlicensed area

of their property, an extension of premise will need to be submitted. This request must be made in writing at least 30 days before the event to the City Clerk.

You may not extend a license to include public right-of-way (sidewalks or streets).

Temporary Liquor Licenses

(Class "B" Beer or Fermented Malt Beverages)

An application needs to be turned in to the Clerk's office 30 days before the event. This license needs to be approved by the Common Council and may be requested to appear before the License Committee. An agent needs to be appointed that has completed the Server Training Course.

Temporary Liquor Licenses

("Class B" Wine Only) **Limit of 2 per year**

An application needs to be turned in to the Clerk's office 30 days before the event. This license needs to be approved by the Common Council and may be requested to appear before the License Committee. An agent needs to be appointed that has completed the Server Training Course.

License Violations

Any license violation of the State Statutes or City of Platteville Municipal Code may be subject to inspection and review by the Department of Revenue, Platteville Police Department, City Clerk, License Committee, or Common Council.

Surrendering a License

If a business is sold and the new owners are applying for an alcohol license at that address, the original business is required to provide a letter stating the surrender of the original license.

Licenses for Retail Sale of Alcohol Beverages

Alcohol Beverage Laws

Fact Sheet 3101

revenue.wi.gov

This fact sheet provides information about licenses required for the retail sale of alcohol beverages in Wisconsin. Licenses are granted by municipalities (cities, villages or towns).

Class A Licenses (Liquor Stores, Grocery Stores, Convenience Stores)

Municipalities may issue a Class A license, which allows the retail sale of alcohol beverages in original packages for consumption **off the retailer's licensed premises**.

- **Class "A" License** – allows the retail sale of fermented malt beverages (beer)
- **"Class A" License** – allows the retail sale of intoxicating liquor (distilled spirits and wine, including alcoholic cider)

Class B Licenses (Taverns, Restaurants, Hotels, Resorts)

Municipalities may issue a Class B license, which allows the retail sale of alcohol beverages for consumption **on or off the retailer's licensed premises**, as follows:

- **Class "B" License** – allows the retail sale of fermented malt beverages (beer) for consumption on or off the licensed premises
- **"Class B" License** – allows the retail sale of intoxicating liquor (distilled spirits and wine, including alcoholic cider) for consumption on the licensed premises

Note: A municipality may also allow "Class B" licensees to make retail sales of intoxicating liquor for consumption off the licensed premises. Check with your municipality to see if this is allowed.

Temporary Class B Licenses

Municipalities may issue temporary Class "B" (beer) licenses and temporary "Class B" (wine) licenses for the retail sale of alcohol beverages at a picnic or similar gathering of limited duration. Temporary licenses may only be issued to the following qualified organizations:

- Bona fide clubs
- State, county, or local fair associations or agricultural societies
- Churches, lodges, or societies that have been in existence for at least six months prior to the date of application
- Posts of veterans organizations
- Chambers of commerce or similar civic or trade organizations organized under ch. 181, Wis. Stats.

Class C Licenses (Wine Sold at Restaurants)

Municipalities may issue a "Class C" license, which allows the retail sale of wine for consumption on the licensed premises of a restaurant, if the sale of alcohol beverages accounts for less than 50 percent of gross receipts.

Any Questions?

If you are unable to find an answer to your question about types of alcohol beverage licenses on the department's website, you may email, write, or call the department.

Visit our website: revenue.wi.gov
Email: DORAlcoholTobaccoEnforcement@wisconsin.gov
Write: Wisconsin Department of Revenue
Alcohol & Tobacco Enforcement
P.O. Box 8933
Madison, WI 53708-8933
Telephone: 608-266-6701
Fax: 608-261-7049

Last updated September 6, 2018



Information for Wisconsin Alcohol Beverage and Tobacco Retailers

Includes information on:

- Licenses and permits
- Prohibited activities
- Underage persons and minors
- Cigarette and tobacco products
- Vapor products
- Video gambling

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IMPORTANT CHANGES

- **Publication Reorganization.** The publication has been revised to group similar topics into sections. Substantive changes to the publication follow.
- **Liquor Sales Limits.** Effective June 26, 2019, the sale of intoxicating liquor for off-premises consumption by "Class B" licensees is no longer limited to four liters at one time. Municipalities may enact ordinances allowing retail "Class B" (liquor) license holders to sell intoxicating liquor in the original package or container in any quantity for consumption off the licensed premises. Pages 8 and 9.
- **Vapor Products.** Effective October 1, 2019, an excise tax is imposed on the sale of liquid, gel, or other substances used in e-cigarettes at the rate of 5 cents per milliliter of the liquid or other substance producing vapor or aerosol for inhalation from the application of a heating element, regardless of whether the liquid contains nicotine.

Vapor product retailers without a tobacco products distributor permit purchasing untaxed vapor products must obtain a vapor products distributor's permit and file tax returns. For additional information see [Fact Sheet 3501](#). Pages 20 and 21.
- **Music Festivals.** Effective May 26, 2017, unaccompanied underage persons are allowed on the alcohol licensed premises of a music festival venue during an event with a projected attendance of at least 2,500 persons. Page 12.
- **Permit Listings.** The Department of Revenue (DOR) now publishes on its website lists of permittees from whom retailers may purchase beer, cigarettes, and tobacco. Go to www.revenue.wi.gov, click on Reports and then search "permit". Page 22.
- **False Information Penalty.** Effective July 1, 2018, a penalty of not more than \$1,000 may be imposed on any person who knowingly provides materially false information in an alcohol beverage, cigarette or tobacco product license or permit application. Page 8.

Applicable Laws and Rules

This document provides statements or interpretations of Wisconsin and federal laws and regulations enacted as of November 1, 2021. Laws enacted and in effect after this date, new administrative rules, and court decisions may the interpretations in this document. Guidance issued prior to this date, that is contrary to the information in this document is superseded by this document, according to sec. 73.16(2)(a), Wis. Stats.

1. INTRODUCTION

This publication provides information about Wisconsin's alcohol beverage, tobacco, and vapor products laws that affect retailers. The information summarizes laws in chs. 125, 134, 139, and 945 Wis. Stats.

Municipal ordinances may also affect retailers. Contact your municipal clerk if you have questions about local ordinances.

2. DEFINITIONS

The following terms are used for purposes of this publication.

Adult – A person 18 years of age or older.

Alcohol Beverages – A statutory term which includes beer, wine, and liquor.

Beer – A fermented malt beverage under chapter 125, Wis. Stats.



Cider – An alcohol beverage obtained by fermentation of the juice of apples or pears that contains 0.5 to 7.0 percent alcohol by volume. "Cider" may be flavored, sparkling, and/or carbonated.

Class "A" Beer License – Authorizes the retail sale of beer in the original sealed containers for consumption off the licensed premises.

"Class A" Liquor License – Authorizes the retail sale of liquor, including wine and cider, in the original containers for consumption off the licensed premises.

"Class A" (Cider Only) License – Authorizes the retail sale of cider, but no other intoxicating liquor, in the original containers for consumption off the licensed premises

Class "B" Beer License – Authorizes the retail sale of beer for consumption on and off the licensed premises.

"Class B" Liquor License – Authorizes the retail sale of liquor by the glass for consumption on or off the licensed premises and, if allowed by municipal ordinance, in the original sealed container for off-premises consumption.

"Class C" Wine License – Authorizes the retail sale of wine by the glass for consumption on the licensed premises.

Intoxicating Liquor (or Liquor) – Alcohol beverages, except beer, containing 0.5% or more alcohol by volume, including wine.

Legal Drinking Age – 21 years of age.

Minor – A person under 18 years of age.

Painting Studio – An establishment primarily engaged in the business of providing to customers instruction in the art of painting that offers customers the opportunity to purchase food and beverage for consumption while they paint.

Provisional Retail License – Authorizes activities of a regular retail licenses for 60 days or until a regular license is issued, whichever is sooner.

Underage Person – A person who is not of legal drinking age.

3. MUNICIPAL RETAIL LICENSES

A. General

A license is a privilege granted by a municipality (city, village, or town) to a person (e.g., natural person, partnership, limited liability company, or corporation) that authorizes the sale of alcohol beverages for a specified time period. The governing body of the municipality may, but is not required to, issue retail liquor and beer licenses. The municipality may refuse to issue retail licenses if it uses good judgment and does not discriminate between applicants.

B. License Requirements

License requirements and who may issue them are provided by Wisconsin statute and established by ordinance. License requirements for all retail licenses and specific licenses follow.

(1) All Licenses

- **Face-to-Face Sales at Licensed Premises** – With limited exceptions, alcohol beverages may only be sold to consumers who are physically at the licensed premises. (secs. 125.272 and 125.51(6), Wis. Stats.)

Example: The following sales of alcohol beverages are prohibited because they were not made face-to-face with the consumer on the licensed premises:

- Customer phones Pizza Parlor, which holds a Class "B" beer license. Customer orders a pizza and a six-pack of beer for delivery to their home.
 - A person calls Liquor Store and requests two half-barrels of beer delivered to their home.
 - A home-delivery grocery service takes an internet order for the sale and delivery of wine and beer for a holiday party, receiving payment electronically.
- **Closing Hours** – Customers must leave the premises by the closing hour noted under the specific licenses below. Internal business operations, such as counting cash, cleaning, repairs, etc., may be done after hours, but licensees must prove that anyone on the premises after hours is there for these purposes.

Exceptions:

- Class "A" premises may remain open for the conduct of regular business but may not sell beer between 12 midnight and 6 a.m., or at any other time during which the sale of beer is prohibited by a municipal ordinance.
- The following businesses holding "Class B" and Class "B" licenses may remain open after closing hours noted below to conduct their regular business, although they may not permit consumption of, or sell, alcohol beverages after those closing hours:
 - ✓ Hotels and restaurants whose "principal business" is furnishing lodging and food to customers
"Principal business" means the primary activity as determined by analyzing the amount of capital, labor, time, attention, and floor space devoted to each business activity and by analyzing the sources of net income and gross income. The name, appearance, and advertising of the entity may also be considered if given less weight.
 - ✓ Bowling centers
 - ✓ Movie theaters
 - ✓ Painting studios
 - ✓ Indoor horseshoe-pitching facilities
 - ✓ Indoor golf and baseball facilities
 - ✓ Golf courses and clubhouses
 - ✓ Curling clubs
 - ✓ Racetrack grounds as defined in sec. 125.27(5)(a), Wis. Stats.

For determining closing hours, Daylight Saving Time begins at 2:00 a.m. the second Sunday in March and ends at 2:00 a.m. the first Sunday in November. Therefore:

- Clocks are set ahead one hour at 2:00 a.m. the second Sunday in March. Taverns must close at 3:30 a.m. Central Daylight Time on this date.
 - On the first Sunday in November, the clocks are set back an hour at 2:00 a.m. Taverns must close at 2:30 a.m. Central Standard Time.
- **Licensed Premises Supervision** – Except in Class "A" beer premises between midnight and 6:00 a.m. (or any time when the sale of beer is prohibited by municipal ordinance), one of the following must be present on licensed premises during business hours:
 - Licensee
 - Person with an operator's or manager's license

- Adult member of licensee's immediate family (living in the licensee's household)
- Corporation's or limited liability company's agent
- Provisional operator's license holder

The holder must be enrolled in the responsible beverage server training course pending approval of the operator's license.

Note: "Immediate supervision" means the licensed person must be able to watch and supervise each unlicensed person's actions. The licensed person must be in the same room or area as the unlicensed person or near enough to see and talk to him or her.

An adult working under the immediate supervision of any of the above does not need an operator's license.

An operator's license is only valid in the municipality where it has been issued. It does not apply in other municipalities.

Licensees may be prosecuted for not having the required supervision on their premises.

- **Alcohol Beverage Seller/Server Training Course** – As a condition of licensing, applicants must successfully complete an approved alcohol beverage seller/server training course, unless the person:
 - Is renewing a retail or an operator's (bartender's) license
 - Was an agent within the last two years for a corporation or limited liability company that held a Class "A" beer, Class "B" beer, "Class A" liquor, "Class A" (cider only), "Class B" liquor, or "Class C" wine license
 - Held a retail license or an operator's or manager's license during the past two years
 - Completed an approved course within the past two years

[Approved classroom and online courses](#) are listed on the DOR's website at revenue.wi.gov; search "Alcohol Seller/Server."

- **Display Framed License** – All alcohol beverage licenses must be framed and displayed in the room where the licensed activity occurs. Anyone visiting the business should easily see the licenses. Any related permits and licenses (e.g., seller's permit) should be displayed with the alcohol beverage license.

(2) Provisional Retail License

- Issued by a designated municipal official only to a person applying for a Class "A" beer, Class "B" beer, "Class A" liquor, "Class B" liquor, or "Class C" wine licenses.
- Fee determined locally not to exceed \$15.
- Expires 60 days after issuance or when the person is issued a license, whichever occurs first.
- May be revoked and/or penalty imposed of not more than \$1,000 if issuing official discovers the holder knowingly provided false information in the application.
- "Class B" liquor license may not be issued if it would exceed the municipality's quota.
- Not more than one provisional retail license may be issued for each type of license applied for by the holder per year.

(3) Class "A" Beer License

- Authorizes the retail sale of beer in the original sealed containers for consumption off the licensed premises in any quantity.

- Beer sales are prohibited between 12 midnight and 6:00 a.m.
- Municipalities may further restrict sales hours by local ordinance.
- May give customers two free 3-ounce taste samples between 11:00 a.m. and 7:00 p.m.

(4) "Class A" Liquor License

- Authorizes the retail sale of liquor, including wine and cider, in the original containers for consumption off the licensed premises in any quantity.
- Intoxicating liquor sales are prohibited between 9:00 p.m. – 6:00 a.m.
- Municipalities may further restrict sales hours by local ordinance.
- Unless prohibited by municipal ordinance, may give customers two free 3-ounce taste samples of wine between 11:00 a.m. and 7:00 p.m.
- May give customers one free 0.5-ounce taste sample of intoxicating liquor, except wine, between 11:00 a.m. – 7:00 p.m.

(5) "Class A" (Cider Only) Liquor License

- Authorizes the retail sale of cider in the original containers for consumption off the licensed premises in any quantity.
- Issued only to persons holding a Class "A" beer license for the same premises.
- Unless prohibited by municipal ordinance, may give customers two free 3-ounce taste samples of cider between 11:00 a.m. and 7:00 p.m.

(6) Class "B" Beer License

- Authorizes the retail sale of beer for consumption on and off the licensed premises in any quantity. The premises must be closed between the following hours:
 - Monday through Friday – 2:00 a.m. to 6:00 a.m.
 - Saturday and Sunday – 2:30 a.m. to 6:00 a.m.
 - Second Sunday in March – 3:30 a.m. to 6:00 a.m.

Closing is not required on New Year's Eve.

Municipalities may **not** further restrict the closing hours.

- Beer sales for off-premises consumption are prohibited between 12:00 midnight and 6:00 a.m. Municipalities may further restrict these sales hours by local ordinance.

(7) "Class B" Liquor License

- Authorizes the retail sale of liquor by the glass for consumption on or off the licensed premises.
- A single, open bottle of wine may be taken off the licensed premises if ordered with a meal, accompanied by a dated receipt, and re-corked prior to taking off the licensed premises.
- Wine may be sold in its original container, in any quantity, for on and off-premises consumption.
- Closing hours are the same as Class "B" beer license.

Exception: A winery that has a "Class B" (wine only) license issued under sec. 125.51(3)(am), Wis. Stats., must close between 9:00 p.m. and 8:00 a.m.

- A municipality may allow "Class B" licensees to make retail sales of intoxicating liquor for off-premises consumption. Check with your municipality to see if this is allowed.

(8) "Class C" Wine License

- Authorizes the retail sale of wine by the glass for consumption on the licensed premises.
- A single, open bottle of wine may be taken off the licensed premises if ordered with a meal, accompanied by a dated receipt, and re-corked prior to taking off the licensed premises.
- Closing hours are generally the same as Class "B" beer license.

4. OTHER LICENSES, PERMITS AND REGISTRATIONS

A. Seller's Permit

Every individual, partnership, corporation, or other organization that sells, leases, rents, or licenses tangible personal property (e.g., alcohol beverages), taxable services and other taxable products in Wisconsin must have a seller's permit, unless all sales are exempt from Wisconsin sales or use tax.

Example: A nonprofit organization's sales of tangible personal property, including alcohol beverages, taxable services, and other taxable products are exempt from Wisconsin sales or use tax as occasional sales if (1) its sales of taxable products do not occur on more than 75 days during the calendar year or taxable sales do not exceed \$50,000 for the calendar year, (2) entertainment at an admission event is not paid more than \$10,000, and (3) it does not hold a seller's permit. For more information about the occasional sales exemption for nonprofit organizations, see [Wisconsin Publication 206](#), Sales Tax Exemptions for Nonprofit Organizations,

The alcohol beverage license and seller's permit must be issued in the same legal name (see exception below). If the alcohol beverage license is issued to a partnership or corporation, the seller's permit must be also. A limited liability company's (LLC) alcohol beverage license must be in the LLC's legal name, not the trade name or owner's name.

Exception: If an alcohol beverage license is issued to an LLC, disregarded for income tax purposes, with a single member (owner), the LLC's seller's permit may be issued in the name of the single owner. If an LLC applies for an alcohol beverage license and furnishes a seller's permit that is not in the legal name of the LLC, the municipality should call DOR at (608) 266-2776 or email DORSalesandUse@wisconsin.gov to verify whether the seller's permit is valid for the LLC.

B. Federal Alcohol Dealer Registration

Before beginning business, every retail licensee must register as an alcohol dealer with the federal Department of Treasury, Alcohol and Tobacco Tax and Trade Bureau (TTB), using [Form 5630.5d](#). Once registered, any change to legal name, trade name, address, premises location, telephone number, business type, or FEIN should be reported before the subsequent July 1 using the same form.

5. PROHIBITED ACTIVITIES

A. Unlicensed Premises Sales

The sale of alcohol beverages at an unlicensed premises is prohibited (see sec. 125.06, Wis. Stats., for a list of exceptions).

"Sale," "sold," or "sell" includes the transfer, gift, barter, trade, exchange, or any shift, device, scheme, or other transaction to obtain alcohol beverages.

B. Sale to Other Licensees

Sales of alcohol beverages by an alcohol beverage licensee to another retail licensees for resale are prohibited.

Exception: If a licensed business is sold, it may transfer its sealed liquor, wine, and beer (alcohol beverage) inventory to another retail licensee in Wisconsin. Cigarettes and tobacco products may not be similarly transferred.

In place of invoices, list the entire sealed inventory of the stock transferred using [Form AT 900](#), Alcohol Beverage Stock Transfer, available at revenue.wi.gov. Make a copy for the buyer and keep the original for your records. The buyer must keep the copy on its licensed premises for two years.

C. Sales to Intoxicated Persons

It is illegal to furnish alcohol beverages to an intoxicated person. The penalty for this violation is a fine of \$100 to \$500, imprisonment for not more than 60 days, or both.

D. Refilled Liquor Bottles

It is illegal to refill liquor bottles with any substance, even the same brand of liquor.

When a bottle is empty, deface its label. Break the bottle unless placed in a container marked "For Recycling Only."

E. Corkage Fees

If the restaurant has an alcohol beverage license, the only alcohol beverages allowed on the premises are those purchased by the restaurant from a permitted Wisconsin wholesaler. The retailer must have invoices from the wholesaler showing which products were purchased from the wholesaler.

Wisconsin alcohol beverage law does not permit "corkage fees." These fees, charged by restaurants, allow patrons to carry in their own alcohol beverages for consumption on the restaurant premises.

If the restaurant does not have an alcohol beverage license, consumption of alcohol beverages is prohibited. The restaurant owner can be criminally charged for allowing illegal consumption on the premises.

F. Giveaways

Giving away alcohol beverages or using any other device to evade the law relating to its sale is illegal. Examples of these illegal transactions at unlicensed premises include:

- A "free" drink with a meal
- A cover charge where mix is furnished at a price with "no charge" for liquor
- A "free" bottle of liquor tied to the sale of some other item

Violators may be fined not more than \$10,000 or imprisoned for not more than nine months, or both.

G. Minimum Markup

Alcohol beverages may not be sold at less than cost. Cost includes a presumptive 3% markup by wholesalers and 6% by retailers.

For questions on cigarette and tobacco products pricing and markup, contact the Wisconsin Department of Agriculture, Trade & Consumer Protection, Trade Practices, at (608) 224-4925 or (608) 224-4989.

6. UNDERAGE PERSONS AND MINORS

A. Entering Licensed Premises

No retail licensee may allow an underage person to enter any part of the licensed premises for any purpose unless an exception applies.

Retailers should demand proof of age of anyone entering the premises who appears to be under the legal drinking age. Customers may prove age with one of the following, if valid:

- Driver's license
- State ID card
- Military ID card
- U.S. passport
- ID card issued by a federally recognized American Indian tribe or band in Wisconsin
- Any other form of identification or proof of age acceptable to the licensee

DOR recommends anyone who has shown proof of legal drinking age to sign an ID register book if the person's age is in question. Record the date of purchase, the identification used, the address, and the signature of the purchaser in the book. The book should be kept on the premises and available for inspection by any peace officer. (sec. 125.07(7), Wis. Stats.)

Exceptions: An underage person may enter a licensed premises if the underage person is:

- Accompanied by their parent, guardian, or spouse of legal drinking age.
- Entering a Class "A" or "Class A" licensed premises to buy items other than alcohol beverages. The underage person may not stay on the premises after the purchase.
- An employee, resident, lodger, or boarder on the premises.
- Entering to do business other than amusement or the purchase or consumption of food and beverages.
- Entering to buy food in a restaurant whose "principal business" is serving food.
- Entering and remaining in a dance hall or banquet or hospitality room attached to a Class B licensed premises to attend a banquet, reception, dance, or similar event.
- Entering the following premises:
 - bowling center
 - car operated by a railroad
 - center for visual or performing art
 - curling club
 - drug store
 - movie theater
 - painting studio
 - private tennis or soccer club
 - racetrack licensed under ch. 562, Wis. Stats.
 - regularly established athletic field

- golf course or clubhouse
 - grocery store
 - hotel
 - indoor golf simulator facility
 - billiards center having 12 or more billiards tables (not coin-operated) eight feet or longer
 - county or municipally owned public facility as defined in sec. 125.51(5)(b), Wis. Stats.
 - indoor golf and baseball facility on premises holding a Class "B" license
 - indoor (at least 9 by 18 meters) or outdoor volleyball court
 - service station
 - ski chalet
 - stadiums
 - vessel
 - music festival venues with projected attendance of at least 2,500 persons
 - privately owned fish farm that provides recreational fishing opportunities to the public for a fee and is registered under sec. 95.60(3m) (alcohol sales less than 30%)
 - State Fair Park and concessions in state park or forest, or park owned by an agricultural society
- Entering a Class "B" beer or "Class B" liquor licensed premises:
 - to do business at an auction or flea market. In this case, the underage person may not enter any room where alcohol beverages are sold, furnished, or possessed
 - room where no alcohol beverages are sold, furnished, served, or consumed by anyone when the underage person is present

This applies only if the municipality adopts an ordinance allowing it. The local law enforcement agency must authorize, in writing, the presence of underage persons on the date of the authorization. A separate authorization is necessary for each date on which underage persons will be on the premises. (sec. 125.07(3)(a)(8), Wis. Stats.)
 - On a date specified by the license when no alcohol beverages are consumed, sold, or given away

The licensee, the agent named on the license (if a corporation), or a person with an operator's license must be on the premises unless all alcohol beverages are in locked storage. The licensee must notify the local law enforcement agency, in advance, when underage persons are on the premises. (sec. 125.07(3)(a)(10), Wis. Stats.)
 - At least 18 years old and working under a contract with a licensee, permittee, or corporate agent to provide entertainment for customers on the premises.
 - Acting as a designated driver on the premises of a temporary Class "B" (picnic) beer or "Class B" (wine only) licensee authorized to permit underage persons on the premises by the official or body of the municipality that issued the license.

The licensee must identify the underage person using a wristband or similar item while on the premises.

B. Verifying Identification and Age

(1) Reviewing ID Cards and Driver's Licenses

- Ask pertinent questions about the ID presented. For example, if an ID card is presented as proof of age, ask how the driving was on the way to the establishment. If the person was driving, ask to see his or her driver's license.
- Check the card's expiration date. Only valid proof of age should be accepted.
- Look for "Under 18" or "Under 21" feature on the card.

- Look for "duplicate" stamp on the card. If a duplicate, ask what happened to the original.
- If the card is a Real ID-compliant card, look for a star in the top right corner.
- Ask for additional documentation verifying his or her identity (e.g., credit, debit, or insurance card with their name). People with false IDs rarely carry backup documentation, but most people have several forms.
- Look for laser engraved personal information, signature, and other features unique to [Wisconsin ID cards](#).
- Ask questions about information on the card, such as address, birth date, middle initial, or spelling of last name. If the person doesn't answer to your satisfaction, you may refuse service and ask that person to leave.
- Compare presented driver's license to yours. See (2) below for characteristics of a false ID card or driver's license.
- Use an ID Checking Guide, especially in areas with a heavy out-of-state population (colleges, tourist communities). Several commercial companies publish guides that picture all states' driver's licenses.

(2) False ID Card and Driver's License Characteristics

- Glue lines.
- Bumpy surfaces by the picture or birth date. Any surface area inconsistent with the rest of the ID usually indicates tampering.
- Overlay of reprinted numbers (and a shadowy or cloudy image). The ID card may have been opened to alter numbers.
- Missing spots on the state logo. A person who alters an ID may not pay attention to one of the most obvious clues on the card.
- Letters and numbers font type, color, and size; line spacing, or word and image placement may differ from valid ID cards and driver's licenses. How may digits for expiration and birth date? Are numbers consistent?
- Lack of security features (ultraviolet or micro printing). Use a blacklight and magnifying glass to check for security features.
- Reverse side is unfinished. Often a person altering an ID will spend significant time on reproducing an authentic-looking photo board but merely photocopy the reverse side. These are often blurred, a sure sign of photocopying.
- Weight or size is different. Bend the card, feel it. How does it feel compared to an authentic card? Does it measure the same?
- Colors vary from an authentic ID or license.
- Corners of the card are uneven and jagged rather than well-rounded and smooth. This is one of the best methods for detecting counterfeit cards.
- Shadows or glare on the picture or eye redness. Most driver licensing station cameras are set to avoid these problems.
- Laminate differs from authentic card or license. Is it clear or cloudy?

(3) Retaining Proof of Age

No person who holds a license or permit, and no employee of such a person, is civilly liable for retaining a document presented as proof of age. The document may be retained for a reasonable length of time in a good faith effort to (a) determine whether the person who presented the document is underage or (2) notify law enforcement of a suspected violation for carrying a false ID. (sec. 125.039, Wis. Stats.)

C. Possession by Underage Persons

An underage person may not possess alcohol beverages anywhere unless accompanied by a parent, guardian, or spouse of legal drinking age. This does not apply to underage persons employed by the following types of licensees or permittees, in the course of their employment:

- Brewers and brewpubs
- Beer wholesalers
- Liquor wholesalers
- Facilities producing alcohol fuel
- Retail licensees or permittees, under the provisions of secs. 125.32(2) and 125.68(2), Wis. Stats. (laws covering operator's licenses), or for delivery of unopened containers to the home or vehicle of a customer
- Campuses, if the underage person is at least 18 years of age and is under the immediate supervision of a person of legal drinking age

(sec. 125.07(4)(b) and (bm), Wis. Stats.)

D. Sales and Service to Underage Persons

An underage person accompanied by their parent, guardian, or spouse of legal drinking age may be sold or served alcohol beverages in any licensed premises, if allowed by the establishment. (sec. 125.07(1), Wis. Stats.)

E. Employing Minors

- Minors under 14 years old may not be employed where alcohol beverages are sold.
Exception: Minors 12 years or older may be employed at a business owned by their parent, even though beverages are sold.
- Minors 14 years or older (including minors that are 12 or 13 years old under the exception above) may be employed where alcohol beverages are stored, sold, or served if they are not serving, selling, dispensing, or giving away alcohol beverages, or acting as bouncers, crowd controllers, or identification checkers. This applies to all places licensed to sell alcohol beverages, including stores, service stations, bars, and restaurants.
- Minors may not be employed or appear as musicians, singers, performers, or dancers at roadhouses, dance halls, night clubs, taverns, or similar places, except:
 - Minors 16 or 17 years old may be employed or appear as musicians in a hall on Friday, Saturday, or any other day not followed by a school day, or before midnight on Sunday, if the hall was rented to celebrate a special event such as a wedding, holiday, birthday, or anniversary.
 - Minors may be employed or appear at dances held solely for minors that are conducted by private clubs or civic organizations where admission is limited to the club membership or by club invitation and the general public is excluded.

(sec. 103.78, Wis. Stats., and sec. DWD 270, Wis. Adm. Code)

F. Other

- No one may falsely represent that they are of legal drinking age to ask for or obtain alcohol beverages in any licensed premises. (sec. 125.07(4), Wis. Stats.)
- No one may possess or consume alcohol beverages in a public, parochial, or private school, through 12th grade, or in a vehicle owned by, rented, or consigned to a school or while participating in a school activity, without the express, written permission of the school administrator (sec. 125.09(2), Wis. Stats.). Permission may not be given to underage persons.
- A licensed alcohol beverage retailer may bring a civil action against a person who violates the state's underage drinking law, if the following conditions are met:
 - The conduct must occur on the retailer's premises
 - The retailer must mail notice of the intent to bring action to the underage person or the underage person's parent, as applicable, at least 15 days prior to filing the action
 - The retailer must not have been convicted of, received a citation for, or been charged with a violation of the underage drinking law
 - The retailer must have reported the suspected conduct to law enforcement at or near the time when the conduct was first discovered

This provision does not apply if the underage person was employed by or assisting a law enforcement agency in carrying out enforcement to determine compliance with or investigating potential violations of the prohibition on underage persons in licensed premises. A retailer prevailing in the civil action shall be awarded \$1,000 in damages and the costs of bringing the civil action. (sec. 125.07(4)(f), Wis. Stats.)

G. Penalties

- **Entry** – Alcohol beverage licensees permitting unaccompanied underage persons to unlawfully enter the premises are subject to a forfeiture of not more than \$500. (sec. 125.07(3), Wis. Stats.)
- **Age Misrepresentation** – An unaccompanied underage person unlawfully entering a licensed premises or misrepresenting their age to obtain alcohol beverages is subject to a \$250 to \$500 forfeiture, suspension of motor vehicle operating privileges under sec. 343.30(6)(b)1, Wis. Stats., participation in a supervised work program, or a combination of these penalties.
- **Sale** – A person selling or furnishing alcohol beverages to an unaccompanied underage person is:
 - Required to forfeit not more than \$500 if the person has not committed a previous violation within 30 months of the violation
 - Fined not more than \$500 or imprisoned for not more than 30 days or both if the person has committed a previous violation within 30 months of the violation
 - Fined not more than \$1,000 or imprisoned for not more than 90 days or both if the person has committed 2 previous violations within 30 months of the violation
 - Fined not more than \$10,000 or imprisoned for not more than 9 months or both if the person has committed 3 or more previous violations within 30 months of the violation (sec. 125.07(1), Wis. Stats.)

If a violation occurs on a licensed premises and is detected by means of an undercover underage person employed by or assisting a law enforcement agency, only the individual responsible for providing the alcohol beverages to the underage person may be issued a citation for, or charged with, the violation.

- **School Possession** – Anyone unlawfully possessing or consuming alcohol beverages on a school premises, in a school vehicle, or while participating in a school activity is subject to a forfeiture of not more than \$200 (sec. 125.09(2)(d), Wis. Stats.)

Exception: A disposition in the proceedings against an underage person is provided by secs. 125.07(4)(c) and (d) and 938.344, Wis. Stats.

- **License Holder Violations** – The alcohol beverage license of any person committing a violation of sec. 125.07(1), Wis. Stats., must be suspended for:
 - Not more than 3 days if a second violation is committed within 12 months of a previous violation.
 - Not less than 3 days nor more than 10 days if a third violation is committed within 12 months of two previous violations.
 - Not less than 15 days nor more than 30 days if a fourth violation is committed within 12 months after committing three other violations.
- **False Identification Provided to Underage Person** – Anyone other than a person authorized by secs. 125.085 or 343.50, Wis. Stats., who makes, alters, or duplicates an official identification ("ID") card, provides an official ID card to an underage person, or knowingly provides other documentation to an underage person claiming that the underage person is of legal drinking age may be fined not less than \$300 nor more than \$1,250 or imprisoned not less than ten days nor more than thirty days, or both.
If violated for money or other consideration, the person is guilty of a Class I felony.
- **False Identification by Underage Persons** – Any underage person who does any of the following may be penalized. For a first violation, a \$300 to \$1,250 forfeiture, suspension of the person's driving privileges, participation in a supervised work program, or any combination of these penalties.
 - Intentionally carries an official ID card not legally issued to him or her, an official ID card obtained under false pretenses, or an official ID card which has been altered or duplicated to give false information.
 - Makes, alters, or duplicates an official ID card.
 - Gives false information in applying for an official ID card.
 - Intentionally carries an ID card or other documentation showing that he or she is of legal drinking age, knowing that the documentation is false.
 - Provides to another underage person an official ID card or other documentation claiming that the other underage person is of legal drinking age, knowing that the documentation is false.

7. RECORDKEEPING

A. Invoices

Every licensed retailer must keep paper or electronic copies of all purchase invoices for alcohol beverages on the licensed premises for two years from the date of the invoice. Invoices should be kept in chronological order and be available for inspection during all reasonable hours. (sec. 139.11(1), Wis. Stats.)

B. Identification Register

DOR recommends that every licensee keep an identification (ID) register. Record the identity of a person who alleges they are:

- Legal drinking age.
- Underage person's parent, guardian, or spouse and of legal drinking age.

Include the date of purchase, type of identification used, address, and signature of the person. Verify the signatures in the book and on the person's ID match.

(sec. 125.07(7), Wis. Stats.)

A "Proof of Age Register" or "Identification Register Book" may be purchased from:

- Tavern League of Wisconsin, 2817 Fish Hatchery Road, Fitchburg, WI, 53713-5005, phone: (608) 270-8591, website: tlw.org.
- Wisconsin Grocers Association, 10 West Mifflin, Ste. 205, Madison, WI, 53703, phone: (608) 244-7150, website: wisconsinagrocers.com.

8. OTHER ALCOHOL BEVERAGE INFORMATION

A. Payment for Alcohol Beverages

A licensee may only buy liquor or beer for cash or on credit terms for a period not to exceed:

- Beer - 15 days
- Liquor - 30 days

A licensee in debt to a wholesaler beyond the above time periods may not purchase alcohol beverages from the wholesaler. A person may not be issued a license if he or she exceeds these limits.

B. Nonalcohol Beverages

Beverages that contain less than 0.5% alcohol by volume are not alcohol beverages regulated by ch. 125, Wis. Stats. Therefore, nonalcohol (NA) "beer," and mocktails may be sold in the same manner as water and sodas (e.g., regardless of age).

These beverages should not be confused with those labeled "low alcohol" (LA), which generally contain 3.2% alcohol, and are regulated by ch. 125, Wis. Stats.

C. Temporary Class "B" and "Class B" Licenses

Temporary Class "B" beer and "Class B" wine only licenses (picnic licenses) are short-term authorizations that allow the following organizations to make retail sales of alcohol beverages at a particular picnic or similar gathering, at a meeting of the post, or during a fair:

- bona fide clubs and chambers of commerce
- county or local fair associations or agricultural societies
- churches, lodges, or societies that have been in existence for at least 6 months before the date of application
- posts of veterans' organizations

Temporary licenses may also be issued to authorize a "wine walk" or "beer walk." This is a single day event at which customers are served a glass of beer or wine at multiple locations (e.g., jewelry stores, art galleries, clothing boutiques, salons, furniture stores, etc.) during shopping visits.

(1) Requirements

Requirements that apply to other alcohol beverage licensees also apply to Temporary "Class B" wine and Temporary Class "B" beer licensees, including:

- Licensed operators (person's holding an operator's license, also known as a "bartender's license") serving the wine or beer and/or supervising serving wine or beer.

- Temporary operator's licenses may be issued to persons employed by or donating services to the qualified organization for the event. A person may hold two temporary operator's licenses per year.
- Licensees must purchase all wine and beer from liquor or beer wholesalers and breweries/brewpubs authorized to self-distribute to retail licensees.

[Form AT-315](#), *Application for Temporary Class "B" / "Class B" Retailer's License*, is submitted by the qualifying organization to the municipality to apply for a Temporary Class "B" beer or Temporary "Class B" wine license. Applicants for a wine walk or beer walk should attach to the application a list of participating locations and premises descriptions **or** submit a separate application for each location participating in the event.

(2) Wine Walk

A municipality may issue to the same qualified organization up to 20 Temporary "Class B" wine licenses for the same date and time. The qualified organization is the licensee and sponsor of the single-day, multiple-location event. The following requirements apply:

- Admission fees must be charged for participation in the event and no additional fees may be charged for service of alcohol beverages at the event
- Municipalities may authorize the licensee to permit unaccompanied underage persons on the licensed premises if the underage person is a designated driver and is identified by the licensee (e.g., wristband)
- No person may serve wine after 9:00 p.m. on the licensed premises
- Qualified organizations may receive Temporary "Class B" (wine) licenses for up to two events during a 12-month period
- Municipalities are limited to 2 wine walks within any 12-month period.

(3) Beer Walk

A municipality may issue to the same qualified organization an unlimited number of Temporary Class "B" beer licenses for the same date and time. The qualified organization is the licensee and sponsor of the single-day, multiple-location event. The following requirements apply:

- Admission fees must be charged for participation in the event and no additional fees may be charged for service of alcohol beverages at the event
- Municipalities may authorize the licensee to permit underage persons on the licensed premises
- Sales for off-premises consumption must end by midnight, or earlier if required by municipal ordinance
- Municipalities may charge up to \$10 for each Temporary Class "B" beer or Temporary "Class B" wine license issued for the single-day, multiple-location event.

D. Inspection of Licensed Premises

Licensed premises may be inspected by law enforcement officers during all reasonable hours, including business hours. All rooms connected to the barroom, sales room, or storage area may be inspected as part of the licensed premises. Refusing to permit an inspection is grounds for revocation or suspension of the license. (sec. 139.08(4), Wis. Stats.)

Alcohol beverages, cigarettes, tobacco products, and personal property identified in violation of the statutes may be seized.

9. CIGARETTE AND TOBACCO PRODUCTS

A. Definitions

- Cigarette – any roll of tobacco wrapped in paper or any substance other than tobacco.
- Nicotine Product – a product that contains nicotine and is not any of the following:
 - tobacco product
 - cigarette
 - product approved by the U.S. Food and Drug Administration for sale as a smoking cessation product or for another medical purpose that is marketed and sold solely for the approved purpose.
- Tobacco products – include:
 - cavendish
 - cheroots
 - cigars
 - fine cut and other chewing tobaccos
 - granulated, plug cut, crimp cut, ready-rubbed, and other smoking tobacco
 - periques
 - plug and twist tobacco
 - refuse scraps, clippings, cuttings and sweepings of tobacco and other kinds and forms of tobacco prepared in such manner as to be suitable for chewing or smoking in a pipe or otherwise, or both for chewing and smoking
 - shorts
 - snuff flour
 - snuff, including moist snuff
 - stogies

"Tobacco products" does not include cigarettes, as defined under sec. 139.30 (1m).

B. Licenses

A license from a municipality is required to directly or indirectly sell, expose for sale, possess with intent to sell, or give away any cigarettes or tobacco products in any manner or upon any pretense or by any device.

The following provisions apply:

- **Training** – Retailers are required to provide training to employees whose duties include the sale of cigarettes, tobacco products, or nicotine products. The training must be an approved program by the Department of Health Services.
- **Inspection / Confiscation** – Licensed premises may be inspected by law enforcement officers during all reasonable hours, including business hours. Refusal to permit inspection is punishable by fine, imprisonment, or both.

All cigarettes or tobacco products kept in violation of the laws and all personal property used in connection is subject to seizure.

- **Recordkeeping** – Every licensed retailer must keep purchase invoices for cigarettes and tobacco products on the licensed premises for two years from the date of the invoice. Invoices should be kept in chronological order and be available for inspection during all reasonable hours. (sec. 134.65(4), Wis. Stats.)

C. Purchases

Retailers must purchase cigarettes and tobacco products from a manufacturer, distributor or jobber who holds a valid permit from DOR. If a retailer purchases tobacco products from an out-of-state company that does not have a permit from DOR, the retailer must obtain a distributor permit from DOR.

D. Sales

- **Certified Manufacturers and Brands** – Only cigarettes and Roll-Your-Own (RYO) tobacco products in [Directory of Certified Tobacco Manufacturers and Brands](http://www.doj.state.wi.us) on the Wisconsin Department of Justice's website (www.doj.state.wi.us) may be sold to Wisconsin consumers. Products not listed cannot be sold or possessed for sale after the date shown on the directory. Wholesalers and retailers that possess for sale, or sell, products in violation are subject to confiscation of that product and/or fines, forfeitures and revocation of their permits.
- **Minimum Markup** – The unfair Sales Act, commonly referred to as the Minimum Markup Law" (sec. 100.30), provides that tobacco products, including cigarettes, may not be sold at less than cost. Cost includes a presumptive 3% markup by wholesalers and presumptive 6% markup by retailers. The Wisconsin Department of Agriculture, Trade & Consumer Protection (DATCP) administers the Unfair Sales Act. For questions on cigarette and tobacco products pricing or markup, contact DATCP Trade Practices staff at (608) 224-4925 or (608) 224-4989.
- **Single Cigarettes** – Federal law prohibits sales of cigarette packages containing fewer than 20 cigarettes, including single cigarettes, known as "loosies." No retailer may sell individual cigarettes.

E. Underage Persons

- **Sales to Underage Persons** – According to federal law (21 USC 387f(d)(5)), no retailer may sell or give away cigarettes, tobacco products, or nicotine products (including electronic cigarettes containing nicotine) to someone under 21 years of age.
- **Possession of Cigarettes/Tobacco Products/Nicotine Products by Minors** – A person under 18 years of age may possess cigarettes/tobacco products/nicotine products for the sole purpose of resale in the course of employment during their working hours if employed by a licensed retailer. (sec. 254.92(2), Wis. Stats.)

10. VAPOR PRODUCTS

A. Definitions

- Vapor product – a noncombustible product that produces vapor or aerosol for inhalation from the application of a heating element, regardless of whether the liquid or substance contains nicotine.
- Distributor – any person:
 - engaged in the business of selling vapor products in Wisconsin who brings, or causes to be brought, into Wisconsin from outside Wisconsin any vapor products for sale
 - who makes, manufactures or fabricates vapor products in Wisconsin for sale in Wisconsin
 - located and selling vapor products in another state who ships or transports vapor products to Wisconsin retailers for sale by those retailers

Note: A distributor includes a retailer that makes sales of untaxed vapor products in Wisconsin which are brought into Wisconsin from another state.

B. Permit

Distributors of vapor products that do not currently hold a tobacco distributor permit must apply for a permit by completing [Form CTP-129, Cigarette-Tobacco/Vapor Products Permits Application](#). (sec. 139.79, Wis. Stats.)

Retailers that bring untaxed vapor products into Wisconsin for sale to consumers must obtain a tobacco distributor permit.

Wisconsin retailers should review the [Wisconsin Tobacco Products Permit Listing](#) at revenue.wi.gov for purchasing vapor products from businesses that hold a Wisconsin tobacco and vapor products distributor's permit.

C. Taxes

An excise tax is imposed on vapor products received by distributors in Wisconsin.

The tax is imposed on the sale, offering or exposing for sale, possession with intent to sell or removal for consumption or other disposition for any purpose of vapor products. The tax rate is 5 cents per milliliter of the liquid or other substance based on the volume listed by the manufacturer and at a proportionate rate for any other quantity or fractional part.

The vapor products tax is reported electronically using [Form TT-100, Wisconsin Distributor's Tobacco and Vapor Products Tax Return](#), and supporting schedules.

11. VIDEO GAMBLING

The operation of video gambling machines is a violation of Wisconsin law.

A gambling machine is a contrivance which, for a consideration, affords the player an opportunity to obtain something of value, the award of which is determined by chance, even though accompanied by some skill and whether the prize is automatically paid by the machine. (sec. 945.01(3), Wis. Stats.)

A "gambling machine" does not include any of the following:

- A device used in conducting a bingo occasion or raffle event under ch. 563, Wis. Stats., used in conducting a lottery under ch. 565 or used in conducting a race under ch. 562.
- Any amusement device if it rewards the player exclusively with one or more non-redeemable free replays for achieving certain scores and does not change the ratio or record the number of the free plays so awarded.
- An amusement device involving skill, if it rewards the player exclusively with merchandise contained within the amusement device proper and limited to prizes, toys and novelties, each having a wholesale value which is not more than seven times the cost charged to play the amusement device once or \$5, whichever is less.

"Skill" means, within an opportunity provided for all players fairly to obtain prizes or rewards of merchandise, a player's precision, dexterity or ability to use his or her knowledge which enables him or her to obtain more frequent rewards or prizes than does another less precise, dexterous or knowledgeable player.

A. Enforcement

- **DOR** – Only a DOR special agent certified as a law enforcement officer may investigate or enforce video gambling violations on premises of persons holding "Class B" liquor and/or Class "B" beer licenses with **five or fewer** video gambling machines.
- **Municipalities** – Cities, towns, and villages have the authority to prohibit by ordinance all forms of gambling and to seize anything devised solely for gambling or used for gambling. Local law enforcement investigates and enforces these ordinance violations.

(sec. 175.38, Wis. Stats.)

B. Violations

- Having five or fewer video gambling machines on a Class B premises may result in the following:
 - Seizure of the machines
 - Seizure of money in the machines
 - Forfeiture of \$500 per machine per incident
- Having more than five video gambling machines on a Class B premises, or any number of video gambling machines on any other licensed or unlicensed premises, is a felony.

The licensee may be arrested by a DOR special agent or a law enforcement officer of the jurisdiction where the arrest is made.

(sec. 945.03(2m), Wis. Stats.)

C. Taxes

The sales price from admissions for access to illegal video gambling machines are subject to Wisconsin sales tax and the net income is subject to Wisconsin income or franchise tax. The sales, lease, or rental of the machines is subject to Wisconsin sales and use tax.

DOR conducts audits of both machine operators and Class B establishments for income or franchise and sales and use tax compliance.

For more information about Wisconsin taxes on video gaming receipts, see [Wisconsin Tax Bulletin 209](#), page 5.

12. RESOURCES

A. Wholesale Permit Holders List

Alcohol beverage, cigarette, and tobacco and vapor products retailers must purchase alcohol beverages, cigarettes, and tobacco, and vapor products only from permitted Wisconsin wholesalers. Alcohol beverage retailers may also purchase from permitted self-distributing brewers or brewpubs.

The following lists of wholesalers holding permits issued by DOR can be found at revenue.wi.gov:

- [Wisconsin Liquor Permit Listing](#)
- [Wisconsin Fermented Malt Beverage Permit Listing](#)
- [Wisconsin Cigarette Permit Listing](#)
- [Wisconsin Tobacco/Vapor Products Permit Listing](#)

B. Published Guidance

DOR has publications, fact sheets, newsletters, and answers to common questions that provide additional information about alcohol beverages, cigarette, tobacco, and vapor products. These resources can be found at:

- Alcohol Beverage: <https://www.revenue.wi.gov/Pages/AlcoholBeverage/home.aspx>
- Cigarette, Tobacco, and Vapor Products: <https://www.revenue.wi.gov/Pages/Businesses/Tobacco.aspx>

C. Alcohol Beverage News

Sign up to receive email updates from DOR. Go to revenue.wi.gov, search for "subscribe" and sign up for Alcohol Beverage News.

D. DOR Assistance

If you are unable to find an answer to your questions about the Wisconsin alcohol beverage, cigarette, or tobacco and vapor products laws, visit the DOR's website, email, write, or call:

Visit our website . . . revenue.wi.gov

Email . . . DORAlcoholTobaccoEnforcement@wisconsin.gov

Write . . .
Wisconsin DOR
P.O. Box 8933
Madison, WI 53708-8933

Telephone . . . (608) 264-4573

**CITY OF PLATTEVILLE, WISCONSIN
CHAPTER 36, ALCOHOL BEVERAGES
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CHAPTER 36

ALCOHOL BEVERAGES

36.01 WISCONSIN STATUTES ADOPTED. The following sections of Wisconsin Statutes are hereby adopted by reference as though fully set forth herein, except for penalties and penalty sections which are not adopted, unless specifically included in the reference below. To ensure uniformity, any future amendments, revisions or modifications of the following sections of the Wisconsin Statutes are also hereby adopted and made a part of this chapter.

- (1) 125.02 Definitions
- (2) 125.04(1), (2), (3)(e) and (f) and (g) and (h) and (i), (5), (6), (8), (10), (11), (12), General Licensing Requirements
- (3) 125.06 License and Permit Exceptions
- (4) 125.07, except (10), Underage and Intoxicated Persons; Presence on Licensed Premises; Possession, including the penalty provisions of 125.07(4)(c)
- (5) Repealed
- (6) 125.09(1), (2), and (3) General Restrictions
- (7) 125.12 Revocations, Suspensions, Refusals to Issue or Renew
- (8) 125.14 Enforcement Provisions
- (9) 125.15 Furnishing Bail
- (10) 125.20 Coin-Operated Machine Distributors; Permit; Restrictions
- (11) 125.25 Class "A" Licenses
- (12) 125.26 Class "B" Licenses
- (13) 125.27 Class "B" Permits
- (14) Wholesalers' Licenses
- (15) 125.32(2), (3), (4), (5), (6), (7), General Restrictions and Requirements
- (16) 125.33 Restrictions on Dealings Between Brewers, Wholesalers and Retailers

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- (17) 125.51 Retail Licenses and Permits
- (18) 125.52 Manufacturers' and Rectifiers' Permits
- (19) 125.68(2), (3), (4), (5), (6), (7), (8), (9), (11) General Restrictions and Requirements
- (20) 125.69 Restrictions on Dealings between Manufacturers, Rectifiers, Wholesalers and Retailers
- (21) 343.30 Suspension and Revocation by the Courts

36.02 IDENTIFICATION CARDS. (1) No card other than the identification card authorized under Section 125.085, Wisconsin Statutes, and a license or an identification card issued by the Department of Transportation under Chapter 343, Wisconsin Statutes, that contains a photograph of the holder may be recognized as an official identification card within the City of Platteville.

- (2) No person may make, alter or duplicate an official identification card, provide an official identification card to an underage person or knowingly provide other documentation to an underage person purporting to show that the underage person has attained the legal drinking age.
- (3) No person may possess an official identification card or other documentation used for proof of age with the intent of providing it to an underage person.
- (4) Subdivisions (2) and (3) do not apply to a person who is authorized to make an official identification card under Chapter 343, Wisconsin Statutes.
- (5) No underage person may do any of the following:
 - (a) Intentionally carry an official identification card not legally issued to him or her, an official identification card obtained under false pretenses, or an official identification card which has been altered or duplicated to convey false information.
 - (b) Make, alter or duplicate an official identification card purporting to show that he or she has attained the legal drinking age.
 - (c) Present false information to an issuing officer in applying for an official identification card.
 - (d) Intentionally carry an official identification card or other documentation showing that the person has attained the legal drinking age, with knowledge that the official identification card or documentation is false.

- (6) A law enforcement officer investigating an alleged violation of any of the provisions of this section shall confiscate any identification card or other documentation that constitutes evidence of the violation.

36.03 EVADING PROVISION OF LAW BY GIVING AWAY INTOXICANTS. No person may give away intoxicating beverages or use any other means to evade any of the provisions of this chapter.

36.04 PARTIES TO ORDINANCE VIOLATIONS. (1) Whoever is concerned in the commission of an ordinance violation is a principal and may be charged with and convicted of the commission of the ordinance violation although not directly committing it even though the person who directly committed it has not been convicted or has been convicted of some other ordinance violation based on the same act.

- (2) A person is concerned in the commission of an ordinance violation if he:
 - (a) Directly commits the ordinance violation; or
 - (b) Intentionally aids and abets the commission of it; or
 - (c) Is a party to a conspiracy with another to commit it or advises, hires, counsels or otherwise procures another to commit it. Such a party is also concerned in the commission of any other ordinance violation which is committed in the pursuance of the intended ordinance violation and which under the circumstances is a natural and probable consequence of the intended ordinance violation. This paragraph does not apply to a person who voluntarily changes his mind and no longer desires that the ordinance violation be committed and notifies the other parties concerned of his withdrawal within a reasonable time before the commission of the ordinance violation so as to allow the others also to withdraw.

36.05 NUMBER OF LICENSES. The following limitations shall apply to the number of licenses available in the City of Platteville. The Council is not required to issue available licenses.

- (1) Retail Class "B" Licenses for the sale of fermented malt beverages shall not exceed six (6) in number at any one time. This section shall not in any manner other than as specified above affect the requirements for the granting of Class "B" Retailers' Licenses for fermented malt beverages.
- (2) The number of "Class B" and Reserve "Class B" liquor licenses are set forth by Wis. Stats. Section 125.51(4) and Resolution 12-29 adopted by the Common Council.

36.06 LICENSE FEES. The fees for the following licenses in the City of Platteville shall be established by the Common Council and amended from time to time via resolution.

- (1) Class “A” license to sell fermented malt beverages
- (2) Class “B” license to sell fermented malt beverages
- (3) Temporary “Class B” license to sell fermented malt beverages at picnics or similar gathering under s. 125.26(6), Wis. Stats
- (4) Temporary “Class B” license to sell wine at picnics or similar gathering under s. 125.51(10), Wis. Stats
- (5) Retail “Class A” license to sell intoxicating liquors
- (6) “Class B” liquor license, which shall include the authorization to sell, deal, and traffic in intoxicating liquors to be consumed by the glass on the premises so licensed, or off the premises if the licensee seals the container of intoxicating liquor with a tamper evident seal before the intoxicating liquor is removed from the premises. The “Class B” license also authorizes the sale of intoxicating liquor in the original package or container in quantities not exceeding 4 liters at any one time and to be consumed off the premises so licensed, except that wine may be sold in the original package or otherwise in any quantity to be consumed off premise
- (7) Reserve “Class B” liquor license which shall include the authorization to sell, deal, and traffic in intoxicating liquors in the original package or container in quantities not exceeding 4 liters at any one time and to be consumed off the premises so licensed, except that wine may be sold in the original package or otherwise in any quantity to be consumed off premise shall be the minimum fee of \$10,000 in addition to the annual “Class B” liquor license fee as established by Wis. Stats. 125.51(3)(3)2. Bona fide clubs and lodges situated and incorporated in the state for at least six years that apply for reserve “Class B” licenses are exempt from paying the minimum \$10,000 initial issuance fee, as provided in Wis. Stats. Section 125.51(3)(e)(3).
- (8) “Class C” retailer’s license to sell wine by the glass or in an opened original container for consumption on the premises where sold shall be the maximum fee provided by Chapter 125 of the Wisconsin Statutes. Such licenses may only be issued for restaurants if:
 - (a) The sale of alcohol beverages accounts for less than 50% of the gross receipts, and
 - (b) The premises does not have a barroom, and
 - (c) The municipality’s quota of “Class B” licenses is filled.

- (9) Pro Rata Fees: Licenses to sell fermented malt beverages and intoxicating liquors, as described above, shall not be granted for less than one year, except as follows: The fee for a Class “A” beer, “Class A” liquor, “Class B” liquor, Class “B” beer, and “Class C” wine license for less than twelve (12) months shall be prorated according to the number of months or fraction thereof for which the license is issued. Reserve “Class B” license fees and operators’ license fees are not subject to the pro rata fees.
- (10) Renewal Application Late Fees. All alcohol beverage renewal applications must be filed on or before May 1 of each year. Renewal applications filed after May 1 shall be accompanied by a late fee as established by the Common Council. Applications filed after May 1 may not allow for sufficient time to be processed by City Staff and acted upon by the Council prior to the expiration of the existing license. Payment of the late fee does not ensure the application will be reviewed in time for renewal prior to the expiration of the existing license.

36.07 OPERATORS’ LICENSE. (1) An operator’s license for all premises licensed to traffic in fermented malt beverages and intoxicating liquors, as described above, may be issued by the Council. A written application, including the fee for a one or two year license as established by the Common Council and amended from time to time via resolution shall be filed with the City Clerk stating the name, residence, age and sex of the applicant together with such pertinent information as to fitness as the Clerk shall require. Upon the approval of an application by the Council, the City Clerk shall issue to an applicant a license to expire on June 30 next ensuing or the second-ensuing June 30.

- (2) Training course. No operator’s license may be issued unless the applicant has successfully completed a responsible beverage server training course at any location that is offered by a vocational, technical and adult education district and that conforms to curriculum guidelines specified by the board of vocational, technical and adult education, on-line alcohol seller/server course approved by the Wisconsin Department of Revenue, or unless the applicant fulfills one of the following requirements:
- (a) The person is renewing an operator’s license.
 - (b) Within the past 2 years, the person held a Class “A”, Class “B”, “Class A” or “Class B” license/permit or a manager’s or operators’ license.
 - (c) Within the past two (2) years, the person has completed such a training course.

36.08 LICENSE INVESTIGATION. The City Clerk shall notify the Chief of Police, Chief of the Fire Department, and Building Inspector of each application, and these officials shall inspect or cause to be inspected each application and the premises, together with such other investigation as shall be necessary; to determine whether the applicant and the

premises sought to be licensed comply with the regulations, ordinances and laws applicable thereto, including those governing sanitation in restaurants, and whether the applicant is a proper recipient of a license. These officials shall each furnish to the Council in writing the information derived from such investigation, accompanied by a recommendation as to whether a license should be granted or refused. No license shall be renewed without a re-inspection of the premises and report as originally required. In determining the suitability of an applicant consideration shall be given to the appropriateness of the location and premises proposed, and generally the applicant's fitness for the trust to be reposed.

36.09 RESTRICTIONS. (1) No license shall be issued to any corporation when more than 50 percent of the stock interest legal or beneficial is held by any person or persons not eligible for a license under this chapter.

(2) In addition to all other grounds for revocation, suspension or non-renewal of an alcohol beverage license set forth in Wis. Stat. Section 125.12 or otherwise permitted by any state or local laws, the City may revoke, suspend or refuse to renew an alcohol beverage license that has been approved but not issued, an issued license that is not used or whose usage has been discontinued, or where the licensee does not own or lease a premises from which business may be conducted, pursuant to procedures in Wis. Stats. §125.12. The City Clerk on behalf of the License Committee shall notify the licensee in writing of the City's intention to revoke, suspend or refuse to renew the license and shall provide the licensee with the opportunity for a hearing. The notice shall state the reasons for the intended action. The License Committee shall be authorized to issue the notice under this subsection. The hearing shall be conducted as provided in Wis. Stats. §125.12(2)(b), and judicial review shall be provided in Wis. Stats. §125.12(2)(b)(3), and the Common Council shall follow the procedure specified under that subdivision in making its determination.

The usage of a license is deemed to have been discontinued when any of the following occurs:

- (a) The alcohol beverage license is surrendered to the City Clerk absent the issuance of a newly-granted license; or
- (b) The establishment is no longer open to the public; or
- (c) The establishment is open to the public only intermittently in an attempt to circumvent the provisions of this subsection; or
- (d) The establishment fails to maintain open and active accounts with its alcohol distributors; or
- (e) The alcohol beverage license holder fails to submit a renewal application to the City Clerk; or

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- (f) The alcohol beverage license holder fails to commence the sale of intoxicating liquor within 120 days of the issuance of any license to sell intoxicating liquor; or
- (g) The alcohol beverage license holder fails to commence the sale of fermented malt beverages within 120 days of the issuance of any license to sell fermented malt beverages; or
- (h) The alcohol beverage license holder fails to remain open for business for a period of at least 120 days during any 180 day period.

The usage of a license is not discontinued if, in the judgment of the Council, the establishment is temporarily closed due to remodeling, reconstruction as a result of a catastrophic loss, any type of license suspension, the establishment and/or the alcohol beverage license holder being a party to an action to foreclose a mortgage, land contract or similar action by a creditor, or other circumstances which indicate the non-usage of the license is temporary; provided, however, that the length of time during which the establishment is closed shall not exceed a period as is reasonably necessary, as determined by the Council.

- (3) Whenever any license shall be revoked, at least one month from the time of such revocation shall elapse before another license shall be issued for the same premises, and 12 months shall elapse before any other license shall be issued to the person whose license was revoked.
- (4) Premises.
 - (a) No initial or renewal license shall be issued if the applicant does not own, lease, or otherwise have the legal right to occupy and possess a premises from which to conduct business for the sale of alcoholic beverages and is therefore unable to particularly describe the premises for which the license is requested.
 - (b) No initial or renewal license shall be issued unless the premises to be licensed conform to the sanitary, safety, and health requirements of the State Building Code, the State Plumbing Code and the rules and regulations of the State Board of Health applicable to restaurants as contemplated in Chapter 125, Wisconsin Statutes, and shall also conform to all ordinances and regulations adopted by the City.
 - (c) No initial or renewal license for the sale of intoxicating liquors or fermented malt beverages shall be issued for any premise for which taxes, assessments or other claims of the City of Platteville are delinquent or unpaid.
- (5) Persons. No initial or renewal license shall be issued to any person who is delinquent in payment of taxes, assessments or other claims owed to the City of

Platteville or who is delinquent in the payment of a forfeiture resulting from a violation of any ordinance of the City of Platteville.

36.10 GRANTING OF LICENSE. Opportunity shall be given by the Council to any person to be heard for or against the granting of any license. Upon the approval of the application by the Council, the City Clerk shall, upon the filing by the applicant of a receipt showing the payment of the required license fee to the City Treasurer, issue to the applicant, either a one-year license if the receipt is for payment of the one year fee or a two-year license if the receipt show payment of the two-year fee. Each license shall be numbered in the order in which issued and shall specifically state the premises for which issued, the date of issuance, the fee paid, the name of the licensee and the date of expiration. A one-year license shall remain in force until the first day of July next and a two-year license shall remain in force until the first day of July one year after the next, after the granting thereof, unless sooner revoked in the manner provided by Chapter 125, Wisconsin Statutes. No license shall be transferable either as to licensee or location, except as provided by Chapter 125, Wisconsin Statutes, and except that the Council may authorize a transfer of location if the licensed premises shall become unsuitable for occupancy.

36.11 REGULATIONS OF LICENSED PREMISES. All Class "A", Class "B", Retail "Class A", Retail "Class B" and Retail "Class C" licenses granted hereunder shall be granted subject to the following conditions, and all other conditions of this code applicable thereto.

- (1) Premises which have been granted licenses shall be subject to opening and closing hours as set forth in Chapter 125, Wisconsin Statutes.
- (2) All windows in places operating under licenses shall have clear glass and be without screens or blinds.
- (3) The Council shall be presented with a list of all applicants and may approve the issuance of such license to the applicants on such list without voting on each application separately. If an objection is made to specific application(s), the Council shall consider approval of such application(s) separately. The Council reserves the right to reject any application for any license in its discretion because of the location of the place for which application is made, as well as for causes specified in the Wisconsin Statutes.
- (4) The Council shall have the power to revoke any license granted under the provisions of this chapter for any violation of this chapter or of the law providing for such licenses.
- (5) Entry onto Premises. Every applicant procuring a license thereby consents to the entry of police or other duly authorized representatives of the city at all reasonable hours for the purpose of inspection and search, and consents to the removal from said premises of all things and articles there had in violation of city ordinances or

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state laws, and consents to the introduction of such things and articles in evidence in any prosecution that may be brought for such offense.

- (6) No doors shall be locked at any place which is open for business where fermented malt beverages or intoxicating liquor is sold during the hours when sales may be made under the provisions of this chapter.
- (7) Consumption During Closing Hours. No intoxicating beverages shall be consumed on any licensed premises by anyone at any time other than those times when such premises may be open for the sale of intoxicating liquor under this chapter.
- (8) Health Rules. Each premises shall be conducted in a sanitary manner and shall be a safe and proper place for the purpose for which used. The Board of Health of the city is authorized and empowered to make reasonable and general rules for the sanitation of all places of business possessing licenses under this chapter. Such rules or regulations may be classified and made applicable according to the class of business conducted. All such rules and regulations shall have the same force as this chapter and infraction thereof may be punished as a violation of this chapter.
- (9) Liquor Taxes. No licensee shall possess or sell or offer for sale any intoxicating liquors or fermented malt beverages upon which the state tax established by Chapter 139 of the Wisconsin Statutes has not been paid.
- (10) Conduct on Premises. Each licensed premises shall at all times be conducted in an orderly manner, and no disorderly, riotous or indecent conduct shall be allowed at any time on any licensed premises.

36.12 CLASS "B"/"CLASS B" SPECIAL EVENTS LICENSE. The following regulations, in addition to those proved by law, apply to all persons operating under Class "B" and/or "Class B" special events license issued to an approved organization for a limited occasion.

- (1) A Class "B" and/or "Class B" special events license shall be required for all events which are advertised as open to the general public and at which a fermented malt and/or wine cooler beverage is served. A license shall also be required for those events where a fee is charged as admission and fermented malt and/or wine cooler beverages are served.
- (2) Each application shall be presented to the Common Council and shall be acted on separately. The Common Council shall have the right to reject any such application, in its discretion, because of the location of the event and for reasons specified in the Wisconsin Statutes.
- (3) The Common Council shall have the power to revoke any license granted under the provisions of this chapter for any violation of this chapter or of the statutes or ordinances.

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- (4) Any police officer shall have the power, without a warrant, to search any place for which a license shall be issued under the provisions of this chapter.
- (5) The Common Council shall set the hours during which such license is valid. Fermented malt and/or wine cooler beverages shall not be sold or consumed on such licensed premises except during the hours so specified on said license.
- (6) The area that is licensed under this Section must be enclosed by a single fence at least three and one-half feet high. It is the responsibility of the organization holding the license to make certain the fence remains in place during all times when fermented malt and/or wine cooler beverages are being dispensed. All entrances to said area must be supervised by a representative of the organization holding the license or a deputy sheriff at all times when fermented malt and/or wine cooler beverages are being dispensed. Such supervision shall be for the purpose of enforcing all laws and ordinances and for determining the extent of intoxication of persons inside or seeking to enter the licensed area and to ensure that fermented malt and/or wine cooler beverages remain within the licensed area.
- (7) The Common Council may impose additional restrictions, including those restrictions in (6), upon the license if, in its judgment, the nature and location of the event require them. These restrictions may include one or more certified police officers at the event. The cost of such officer(s) shall be borne by the organization seeking the license.

36.13 PROVISIONAL LICENSES. (1) The City Clerk may issue provisional operators' licenses to qualified applicants under the standards set forth in Section 36.09 and following a police record check showing that the applicant is not disqualified from holding an operator's license. Upon filing by the applicant of a receipt showing the payment to the City Treasurer of a license fee as established by the Common Council and amended from time to time via resolution, a provisional operator's license shall be issued and shall expire 60 days after its issuance or when a license under Section 36.07 is issued to the holder, whichever is sooner. A provisional license may only be issued to a person who has applied for an operator's license under Section 36.07.

- (2) The City Clerk may issue provisional retail licenses as provided by Section 125.185, Statutes, to qualified applicants under the standards set forth in Section 36.09 and following a police record check showing that the applicant is not disqualified from holding a retail license. Upon filing by the applicant of a receipt showing the payment to the City Treasurer of a license fee as established by the Common Council and amended from time to time via resolution, a provisional retailer's license shall be issued and shall expire 60 days after its issuance or when a Class "A" beer, Class "B" beer, "Class A" liquor, "Class B" liquor, or "Class C" wine license under Section 36.01 is issued to the holder, whichever is sooner. A provisional retail license may only be issued to a person who has applied for a Class "A" beer, Class "B" beer, "Class A" liquor, "Class B" liquor, or "Class C" wine license and authorizes only the activities allowed under that type of license.

However, a provisional "Class B" liquor license may not be issued in excess of the City's quota. No person may hold more than one provisional retail license for each type of license applied for per year.

36.14 VIOLATIONS. A violation of this chapter by an authorized agent or employee of a licensee or permit holder shall constitute a violation by the licensee or permit holder. Whenever the holder of any license or permit under this chapter shall violate any portion of this chapter or any regulations adopted pursuant thereto proceedings for the revocation of the license or permit may be instituted in the manner and under the procedure established by Chapter 125, Wisconsin Statutes, and the provisions therein relating to granting a new license shall likewise be applicable.

36.15 INTOXICANTS IN PUBLIC PLACES. (1) No person shall possess any open container containing any intoxicating liquor, wine or fermented malt beverage on any public street or right-of-way, sidewalk, public place or private property held open to the public or inside any vehicle which is parked on a public street, right-of-way or sidewalk, public place or private property held open to the public within the City of Platteville.

(2) No person shall consume any intoxicating liquor, wine or fermented malt beverage on any public street, right-of-way, sidewalk, public place or private property held open to the public or inside any vehicle which is parked on a public street, right-of-way, sidewalk, public place or private property held open to the public within the City of Platteville.

(3) Exceptions.

(a) This section shall not apply to premises licensed for the sale and consumption of alcoholic beverages as sanctioned by the Common Council.

(b) This section shall not apply to premises for which an alcohol consumption permit has been issued. The head of the Recreation Department and/or his/her designee may approve alcohol consumption permits in conjunction with park shelter reservations, but all other alcohol consumption permits must be approved by the License Committee.

(c) This section shall not apply to registered campers in camping sites at any time or to registered campers in shelters, grilling areas, and picnic areas in Mound View Park between the hours of 6:00 a.m. and 10:30 p.m.

36.16 PRESENCE IN PLACES OF SALE. (1) Underage persons may enter or remain in a room on a Class "B" licensed premises, separate from any room where alcoholic beverages are sold or served, if no alcoholic beverages are furnished or consumed by any

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person in the room where the underage person is present and the presence of underage persons is authorized under this subsection.

- (2) Any entry way between the premises where alcoholic beverages will be sold or served and the room where the underage persons will be located shall be closed and secured to prevent access from the room where the underage persons are located.
- (3) Any exit sign over a doorway which would no longer serve as a means of egress shall be disabled and covered with an opaque material.
- (4) The licensee shall obtain a written authorization permitting underage persons to be present under this subsection on the date specified in the authorization from the Chief of Police or the Chief's designee. Before issuing such authorization, the Police Department shall make a determination that the presence of underage persons on the licensed premises will not endanger their health, welfare or safety or that of other members of the community. The licensee shall obtain a separate authorization for each date on which underage persons will be present on the premises. A request for authorization shall be made by the licensee at least 7 days before such date.

36.50 PENALTY. The penalties for violating any of the provisions of this chapter shall be set forth in Section 41.50 of the Municipal Code of the City of Platteville.

Application for Cigarette and Tobacco Products Retail License

MUNICIPAL USE ONLY

Submit to municipal clerk with \$100 fee plus \$7 background fee.

Applicant's Wisconsin 15-digit Sales Tax Account Number

← This must be issued in the same Legal Name of the licensee below.

License Number
Period Covered
Date of Issuance

Legal Name (corporation, limited liability company, partnership or sole proprietorship)			Federal Employer Identification No. (FEIN)		
Trade or Business Name (if different than Legal Name)			Telephone Number ()		
Business Address (License Location)			Business Located In <input type="checkbox"/> City <input type="checkbox"/> Village <input type="checkbox"/> Town		
Municipality	State	Zip Code	Business Telephone ()		
Mailing Address (if different than Business Address)			County		
Municipality			State	Zip Code	

Organization (check one)

- Sole Proprietor Wisconsin Corporation – Enter date incorporated: _____
- Partnership Out-of-State Corporation – Are you registered to do business in Wisconsin? Yes No
- Other (describe) _____

- Yes No 1. Does the applicant understand that they must purchase cigarettes and tobacco products only from distributors, jobbers, or subjobbers, who hold a permit with the Wisconsin Department of Revenue?
- Yes No 2. Does the applicant understand that they must obtain a Tobacco Products Distributor permit if purchasing untaxed tobacco products from an out-of-state company? (Tobacco Products Distributor permit is available from the Wisconsin Department of Revenue at 608-266-6701. See application form CTP-129, revenue.wi.gov/dorforms/ctp-129.pdf.)
- Yes No 3. Does the applicant understand that they cannot purchase/exchange cigarettes or tobacco products from another retailer, including transferring existing stock to a new owner?
- Yes No 4. Does the applicant understand that they must provide employees with tobacco sales training approved by the Wisconsin Department of Health Services? (<https://witobaccocheck.org>)
- Yes No 5. Does the applicant understand that they may not sell, give or otherwise provide cigarettes/tobacco products and nicotine products to minors (including electronic cigarettes containing nicotine)?
- Yes No 6. Does the applicant understand that they may not sell single cigarettes?
- Yes No 7. Does the applicant understand that cigarette and tobacco products invoices must be kept on the licensed premises for two years from the date of the invoice and be available for inspection by the Wisconsin Department of Revenue/law enforcement and that failure to comply can result in criminal penalties, including loss of cigarettes/tobacco products?
- Yes No 8. Does the applicant understand that only cigarettes and roll-your-own (RYO) tobacco products listed on the Wisconsin Department of Justice's website labeled "Directory of Certified Tobacco Manufacturers and Brands" at www.doj.state.wi.us/dls/tobacco-directory may be sold in Wisconsin?

Cigarettes / Tobacco will be sold over counter through vending machine both

READ CAREFULLY BEFORE SIGNING: Under penalty provided by law, the applicant states that each of the above questions has been truthfully answered to the best of the knowledge of the applicant. Applicant agrees to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted, cannot be assigned to another. Any lack of access to any portion of a licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license. Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.

(Officer of Corporation / Member / Manager of Limited Liability Company / Partner / Individual)

Applicable Laws and Rules

This document provides statements or interpretations of the following laws and regulations in effect as of September 19, 2019: Sections 134.65, 134.66, 139.321, 139.79, 139.76, 995.10, and 995.12, Wis. Stats.