

- ☐ **Original Alcohol Beverage License Application (AB-200)** – 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) or Proof of Ownership** – A copy of your lease must be provided to show that you have full control of the premises (ss 125.04(6)(a)2)
- ☐ **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.
- ☐ **Appointment of Agent (AB-101)** – 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.
- ☐ **Individual Questionnaire (AB-100)** – 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 5:00 pm 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

2026 ALCOHOL APPLICATION DEADLINES

Alcohol applications must be filed with the City Clerk's office 15 days before a Council meeting.

A 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) 5:00 pm
January 13, 2026	December 29, 2025	January 13, 2026
January 27, 2026	January 12, 2026	
February 10, 2026	January 26, 2026	February 10, 2026
February 24, 2026	February 9, 2026	
March 10, 2026	February 23, 2026	March 10, 2026
March 24, 2026	March 9, 2026	
April 14, 2026	March 30, 2026	April 14, 2026
April 28, 2026	April 13, 2026	
May 12, 2026	April 27, 2026	May 12, 2026
May 26, 2026	May 11, 2026	
June 9, 2026	May 25, 2026	June 9, 2026
June 23, 2026	June 8, 2026	
July 14, 2026	June 29, 2026	July 14, 2026
July 28, 2026	July 13, 2026	
August 11, 2026	July 27, 2026	August 11, 2026
August 25, 2026	August 10, 2026	
September 8, 2026	August 24, 2026	September 8, 2026
September 22, 2026	September 7, 2026	
October 13, 2026	September 28, 2026	October 13, 2026
October 27, 2026	October 12, 2026	
November 10, 2026	October 26, 2026	November 10, 2026
November 24, 2026	November 9, 2026	
December 8, 2026	November 23, 2026	December 8, 2026
December 22, 2026 (canceled)		

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]

ALDI INC WISCONSIN



State of Wisconsin • DEPARTMENT OF REVENUE

Wisconsin Seller's Permit - Personal Wallet

Copy

Sellers Permit Number: 150-000000001101

Expiration Date: 31-Dec-2012

Legal/Real Name: ALDI INC WISCONSIN

Signature _____

Registration Certificate

Certificate Expiration Date: 31-Dec-2012

LEGAL/REAL NAME: ALDI INC WISCONSIN

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		0 [REDACTED]
Sales & Use	Seller's Permit		4 [REDACTED]
Withholding Tax	Withholding Tax		0 [REDACTED]

Alcohol Beverage License
Application

For Municipal Use Only

Municipality

License Period

License(s) Requested: (up to two boxes may be checked)

- ☐ Class "A" Beer \$ _____ ☐ Class "B" Beer \$ _____
- ☐ "Class A" Liquor \$ _____ ☐ "Class B" Liquor \$ _____
- ☐ "Class A" Liquor (cider only) \$ _____ ☐ Reserve "Class B" Liquor \$ _____
- ☐ "Class C" Liquor (wine only) \$ _____

Fees

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

Part A: Premises/Business Information

1. Legal Business Name (individual name if sole proprietorship)

2. Business Trade Name or DBA

3. FEIN

4. Wisconsin Seller's Permit Number

5. Entity Type (*check one*)

- ☐ Sole Proprietor ☐ Partnership ☐ Limited Liability Company ☐ Corporation ☐ Nonprofit Organization

6. State of Organization

7. Date of Organization

8. Wisconsin DFI Registration Number

9. Premises Address

10. City

11. State

12. Zip Code

13. County

14. Governing Municipality: ☐ City ☐ Town ☐ Village
of: _____

15. Aldermanic District

16. Premises Phone

17. Premises Email

18. Website

19. Premises Description - Describe the building or buildings where alcohol beverages are produced, sold, stored, or consumed, and related records are kept. Describe all rooms within the building, including living quarters. Authorized alcohol beverage activities and storage of records may occur only on the premises described in this application. Attach a map or diagram and additional sheets if necessary.

20. Mailing Address (if different from premises address)

21. City

22. State

23. Zip Code

Part B: Questions

1. Has the business (sole proprietorship, partnership, limited liability company, or corporation) been convicted of violating federal or state laws or local ordinances? Exclude traffic offenses unless related to alcohol beverages. ☐ Yes ☐ No
- If yes, list the details of violation below. Attach additional sheets if necessary.

Law/Ordinance Violated

Location

Trial Date

Penalty Imposed

Was sentence completed? ☐ Yes ☐ No

Law/Ordinance Violated

Location

Trial Date

Penalty Imposed

Was sentence completed? ☐ Yes ☐ No

2. Are charges for any offenses pending against the business? Exclude traffic offenses unless related to alcohol . . <input type="checkbox"/> Yes <input type="checkbox"/> No beverages. If yes, describe the nature and status of pending charges using the space below. Attach additional sheets as needed.			
3. Is the applicant business or any of its officers, directors, members, agent, employees, owners, or other related individuals or entities a restricted investor with any interest in an alcohol beverage producer or distributor? . . <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, provide the name of the restricted investor and describe the nature of the interest.			
4. Is the applicant business owned by another business entity? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, provide the name(s) and FEIN(s) of the business entity owners below. Attach additional sheets as needed.			
4a. Name of Business Entity		4b. Business Entity FEIN	
5. Have the partners, agent, or sole proprietor satisfied the responsible beverage server training requirement for this license period? Submit proof of completion. <input type="checkbox"/> Yes <input type="checkbox"/> No			
6. Is the applicant business indebted to any wholesaler beyond 15 days for beer or 30 days for liquor/wine? <input type="checkbox"/> Yes <input type="checkbox"/> No			
7. Does the applicant business owe past due municipal property taxes, assessments, or other fees? <input type="checkbox"/> Yes <input type="checkbox"/> No			
Part C: Individual Information			
List the name, title, and phone number for each person or entity holding the following positions in the applicant business or businesses listed in Part B, Question 4: sole proprietor, all officers, directors, and agent of a corporation or nonprofit organization, all partners of a partnership, and all members, managers, and agent of a limited liability company. Attach additional sheets if necessary. Include Form AB-100 for each person listed below. Corporations and LLCs must appoint an agent by including Form AB-101.			
Last Name	First Name	Title	Phone
Part D: Attestation			
One of the following must sign and attest to this application: • sole proprietor • one general partner of a partnership • one corporate officer • one 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.			
Last Name		First Name	M.I.
Title	Email		Phone
Signature		Date	
Part E: For Clerk Use Only			
Date Application Was Filed With Clerk	License Number	Date License Granted	Date License Issued
Signature of Clerk/Deputy Clerk		Date Provisional License Issued (if applicable)	

Form AB-200 Instructions

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?

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 also may be issued at any time throughout the year, but 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](#), and [Face Sheet 3101, Licenses for Retail Sale of Alcohol Beverages](#).
- 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 one year must be prorated according to the number of months or fraction of months remaining in the licensing period.

Part A: Premises/Business Information

- Box 1: Enter the legal business name or individual name if a sole proprietor.
- Box 2: Enter the trade name or “doing business as” name, if different than the name in box 1.
- Box 4: Seller’s permits begin with the digits “456.” For questions about obtaining a seller’s permit, see [Seller’s Permit Common Questions](#).
- Box 5: Check one entity type to indicate how the business is legally organized.
- Box 6-7: Provide the state and date of organization of the legal entity.
- Box 8: Provide the Wisconsin Department of Financial Institutions Registration number. This number is assigned to the entity when it is registered with DFI. It can be located using the Department of Financial Institution’s [Corporate Records Search](#).
- Boxes 9-19: All requests for “premises” information are requests for the physical location within the municipality and contact information to reach the business during open hours.
- Box 19: 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.

- Box 20-23 Provide the mailing address for the business, if different from the address in boxes 9-12.

Part B: Questions

- Questions 1 and 2: Disclose any civil or criminal violations of law and pending charges in any jurisdiction (federal, state, or local ordinance). Include detailed descriptions of any violations of law involving alcohol beverages. Attach additional sheets as necessary.

- Question 3: Wisconsin law generally prohibits alcohol beverage industry members from having an interest in another tier. The law provides some exceptions, with limitations, for restricted investors. If the applicant business, or any of its officers, directors, members, agent, employees, owners, or other related individuals has an interest in an alcohol beverage producer or distributor, list the restricted investors and describe the nature of their interest. A restricted investor with an allowable interest in another tier must complete AB-104, Restricted Investor Affidavit. Attach additional sheets as necessary.
- Question 4: If the applicant is owned by another business entity, provide the legal entity name(s) and FEIN(s) of all upstream entity ownership. Attach an organizational chart if possible. Include all persons involved in upstream entity ownership in the table in Part C and submit Form AB-100 for each of those persons with this application.
- Question 5: 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 one of the following applies. Submit the associated document with this application.
 - 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.

Note: 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 6: A licensee may only buy liquor or beer for cash or on credit terms for a period not to exceed 15 days for beer and 30 days for liquor. A person may not be issued a license if they are indebted to a wholesaler in excess of these limits.
- Question 7: Renewal of licenses may be denied pursuant to a local ordinance if the licensee owes past due municipal taxes, assessments, or other fees.

Part C: Individual Information

- Provide basic information for all persons involved in the retail alcohol beverage business who are owners, officers, directors, managers, members, or the agent. Include ownership information as identified in Part B, Question 4.

Example: Titles could include Agent, 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 continuously for 90 days prior to application.
- Include an Alcohol Beverage Individual Questionnaire (Form AB-100) for each person listed in this section with the submission of this application.

Part D: Attestation

- Read the attestation carefully, then sign and date.

Part E: For Clerk Use Only

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

Completion and Submission of AB-200

- 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 **AB-200**, include:
 - Form AB-100, *Alcohol Beverage Individual Questionnaire*, for all individuals listed in part C
 - Form AB-101 *Alcohol Beverage Appointment of Agent*, 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 5
- 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 Wisconsin 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 publishes a list of alcohol beverage licensees reported by municipalities. 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 municipal clerk for assistance with the following:

- Submission of this application and associated 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://DORAlcoholBeverage.wi.gov)

Write: DORAlcohol@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*

Agent Type (check one)

- ☐
- Original (no fee)
- ☐
- Successor (\$10 fee for municipal licensees only)

Part A: Business Information

1. Legal Business Name (individual name if sole proprietor)

2. Business Trade Name or DBA

3. Entity Type (check one)

- ☐
- Limited Liability Company
- ☐
- Corporation
- ☐
- Nonprofit Organization

4. Alcohol Beverage Business Authorization (check one)

- ☐
- Municipal Retail License
- ☐
- State Permit

5. If successor agent, provide State Permit or Municipal Retail License Number

6. Describe the reason for appointing a successor agent, if successor is checked above.

Part B: Agent Information

1. Last Name

2. First Name

3. M.I.

4. Email

5. Phone

6. Home Address

7. City

8. State

9. Zip Code

10. Date of Birth

11. Drivers License/State ID Number

12. Drivers License/State ID State of Issuance

Part C: Agent Questions1. Have you satisfied the responsible beverage server training requirement? ☐ Yes ☐ No
Submit proof of completion.2. Have you completed Form AB-100, *Alcohol Beverage Individual Questionnaire* (licensee) or
Form AB-300, *Alcohol Beverage Personal Questionnaire* (permittee)? ☐ Yes ☐ No3. Have you been a Wisconsin resident for at least 90 continuous days? ☐ Yes ☐ No
See instructions for exceptions.

Continued →

Part D: Business Attestation

READ CAREFULLY BEFORE SIGNING: I, the **Undersigned**, authorize the above-named individual to act for the above-named corporation, nonprofit organization, or limited liability company with full authority and control of the premises and of all alcohol beverage activities on such premises. I certify that I am authorized by the above-named entity to authorize this individual to act on behalf of the entity. If I am appointing a successor agent, I rescind all previous agent appointments for this premises. Further, I 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.

Last Name		First Name		M.I.
Title	Email		Phone	
Signature			Date	

Part E: Agent Attestation

READ CAREFULLY BEFORE SIGNING: I, the **Agent**, hereby accept this appointment as agent for the above-named corporation, nonprofit organization, or limited liability company and assume full responsibility for the conduct of all alcohol beverage activities on the premises for the above-named business. 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.

Last Name		First Name		M.I.
Signature			Date	

Form AB-101 Instructions

Alcohol Beverage Appointment of Agent

Who must complete Form AB-101?

State law requires corporations and limited liability companies (LLCs) to appoint an agent that takes responsibility for the licensed or permitted premises.

Use this form to appoint an agent for a new premises or to appoint a successor agent when there is a change before the license or permit is up for renewal.

Where do I submit Form AB-101?

Submit Form AB-101 to the appropriate issuing authority, either the clerk of the municipality in which the business or organization is located, or the Division of Alcohol Beverages.

Form AB-101 may be submitted with a license or permit application or at any time to indicate there is a change in agent prior to the license or permit renewal period.

Specific Instructions

Date:

- Date the form in the top right corner.

Agent Type:

- Select original appointment if you are applying for your license or permit for the first time or are renewing a license or permit.
- Select successor agent if you are reporting a change of agent during the licensing or permitting period.

Part A: Business Information

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

Note: This business information must match the information on the license or permit application.

- Box 4: Select which alcohol beverage authorization you hold or are applying for.
- Box 5: For appointment of a successor agent, enter your state permit number (15-digit Wisconsin Tax ID number) or municipal retail license number (if applicable) for which you are appointing a successor agent. If you do not have a municipal retail license number, provide any applicable identifier (e.g., store number or location).
- Box 6: For appointment of a successor agent, describe the reason for the change in agent.

Part B: Agent Information

- Provide all requested personal information.

Part C: Agent Questions

- Question 1: Wisconsin law requires all 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 municipal alcohol beverage retail 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 retail alcohol beverage license in Wisconsin.

- Some agents for state permittees are exempt from responsible beverage server course requirements. The following permittees are exempt from RBS course requirements: Alcohol Beverage Warehouse, Industrial Fermented Malt Beverages, Wholesalers, Manufacturers, Rectifiers, Direct Wine Shippers, Wholesale Alcohol, Medicinal Alcohol, Industrial Alcohol, and Industrial Wine.
 - If you are applying to be the agent of one of these exempt permittees, answer “yes” to Question 1.
- To learn about your responsibility to complete the responsible beverage server requirement, review [Publication 302, Information for Wisconsin Alcohol Beverage and Tobacco Retailers](#).
- Question 2: Appointed agents for a retail licensee must complete Form AB-100, *Alcohol Beverage Individual Questionnaire*, and submit it to the municipal clerk in which the licensed business is located. Appointed agents for a permittee must complete and submit Form AB-300, *Alcohol Beverage Personal Questionnaire*, and submit it to the Division of Alcohol Beverages.
- Question 3: Appointed agents must be Wisconsin residents for at least 90 continuous days prior to the date of application, except for direct wine shipper permittees.

Part D: Business Attestation

- An authorized representative should sign, date, and provide requested personal information on behalf of the business.

Part E: Agent Attestation

- The agent being appointed should read the attestation carefully, then sign and date.

Assistance

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: DORAlcohol@wisconsin.gov

Call: (608) 266-2526

Alcohol Beverage
Individual Questionnaire

Date

All individuals involved in the alcohol beverage business must complete this form, including:

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

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

Part A: Business Information

1. Legal Business Name (individual name if sole proprietor)

2. Business Trade Name or DBA

3. Entity Type (*check one*)☐ Sole Proprietor ☐ Partnership ☐ Limited Liability Company ☐ Corporation ☐ Nonprofit Organization**Part B: Individual Information**

1. Last Name

2. First Name

3. M.I.

4. Relationship to Business (Title)

5. Email

6. Phone

7. Home Address

8. City

9. State

10. Zip Code

11. Date of Birth

12. Drivers License/State ID Number

13. Drivers License/State ID State of Issuance

Part C: Address History1. Do you currently live in Wisconsin? ☐ Yes ☐ No

If yes, provide the month and year when you permanently moved to Wisconsin (MM/YYYY)

2. List in chronological order all of your addresses within the last 5 years. Attach additional sheets if necessary.

Previous Address 1	City	State	Zip Code
--------------------	------	-------	----------

Previous Address 2	City	State	Zip Code
--------------------	------	-------	----------

Previous Address 3	City	State	Zip Code
--------------------	------	-------	----------

Previous Address 4	City	State	Zip Code
--------------------	------	-------	----------

Previous Address 5	City	State	Zip Code
--------------------	------	-------	----------

3. List all states and counties you have lived in as an adult. Attach additional sheets if necessary.

State	County	State	County	State	County	State	County
-------	--------	-------	--------	-------	--------	-------	--------

State	County	State	County	State	County	State	County
-------	--------	-------	--------	-------	--------	-------	--------

Continued →

Part D: Criminal History

1. Have you ever been convicted of any offenses (excluding traffic offenses unless related 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	Location	Conviction Date
Penalty Imposed		Was sentence completed? <input type="checkbox"/> Yes <input type="checkbox"/> No
Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed		Was sentence completed? <input type="checkbox"/> Yes <input type="checkbox"/> No
Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed		Was sentence completed? <input type="checkbox"/> Yes <input type="checkbox"/> No

2. Are charges for any offenses currently pending against you (excluding traffic offenses unless related 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 E: Attestation

READ CAREFULLY BEFORE SIGNING: Under penalty of law, I have answered each of the above questions completely and truthfully. I certify that I am not prohibited from participating in this business due to any involvement in another tier of the alcohol beverage industry as a restricted investor. 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 AB-100 Instructions

Alcohol Beverage Individual Questionnaire

Who must complete Form AB-100?

All persons involved in the applicant business who are sole proprietors, partners of a partnership, officers, directors, members, managers, or agents must complete and submit Form AB-100. These persons are identified in Form AB-101, *Alcohol Beverage Appointment of Agent*, Form AB-200, *Alcohol Beverage License Application*, or an alcohol beverage permit application.

Where do I submit Form AB-100?

If applying for a retail alcohol beverage license, submit this form with Form AB-200, *Alcohol Beverage License Application* to the clerk of the municipality in which the applicant business is located.

If applying for an alcohol beverage permit, submit this form as required by the permit application to the Division of Alcohol Beverages.

To update the agent for an alcohol beverage license or permit, submit this form with Form AB-101, *Alcohol Beverage Appointment of Agent* to the issuer of the authorization.

Specific Instructions

Date

- Date the form in the top right corner.

Part A: Business Information

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

Note: This business information must match the information on any license application (Form AB-200) or existing license certificate.

Part B: Individual Information

- Provide all requested personal information.
- Box 4: 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

- Question 2: List in chronological order all residential addresses within the last five years starting with your most recent address.

Part D: 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 alcohol beverage license and permits 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 E: 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: DORAlcohol@wisconsin.gov

Call: (608) 266-2526

Resources Provided by the Department of Revenue

[License frequently asked questions](#)

[Publication 302](#) *Information for Wisconsin Alcohol Beverage and Tobacco Retailers*

[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*

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: cityclerk@platteville.org)	EXPIRES: June 30, 20 _____
	____ Renewal	LICENSE # _____
	Receipt # _____	Issued _____

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)			Date of Birth	
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	Email Address			Employer	
-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

wisconsin.gov



State of Wisconsin
Department Of Revenue

MENU 

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](#)
- [My Food & Bev Training](#)
- [Rserveing.com](#) (Professional Server Certification Corporation)
- [ServerLicense.com](#)
- [Serving Alcohol Inc. - Wisconsin Alcohol Seller/Server Course](#)
- [ServSafe Alcohol](#) (WRAEF/NRAEF)
- [TIPS](#) ("eTIPS On Premise" only)
- [Wisconsin-Bartending.com](#)

October 19, 2022

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2026 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	\$ 8
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

Bob Gates

bobgates@platteville.org

Lynne Parrott

lynneparrott@platteville.org

Brian Whisenant

brianwhisenant@platteville.org

Deputy City Clerk

Dave Frain

Room 201, City Hall Building

608-348-1834

Platteville Police Department

Police Chief Doug McKinley

608-348-1839

City Inspectors

Fire Inspector Casey Pickel

608-348-1828

City of Platteville Clerk's Office

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



Renewing an Alcohol License

Renewal applications are mailed on April 7, 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 (AB-101)
- ✓ fill out an Individual Questionnaire form (AB-100)
- ✓ (background check will be performed)
- ✓ 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 Individual Questionnaire form (AB-100) 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 premises 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 who has completed the Server Training Course.

Temporary Liquor Licenses

(“Class B” Wine Only) **Limit of 2 per 12-month cycle**

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 who 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.

State of Wisconsin
Department of Revenue

Alcohol Beverage Laws for Retailers Licenses

1. What does an alcohol beverage license allow?
2. Are licenses and permits the same thing?
3. What types of alcohol beverage licenses are there?
4. I've heard that some licenses are very expensive. Is that true?
5. May a municipality refund the reserve "Class B" initial issuance fee paid by the licensee?
6. How are quotas and reserve licenses determined?
7. I want specific information about licensing. Where do I go?
8. How do I apply for an alcohol beverage license?
9. What are the basic qualifications for a person to get a license?
10. Can I get an alcohol beverage license if I have a criminal record?
11. Are licensing qualifications different if I incorporate?
12. Does the licensee or the agent always have to be at the premises when it is open for business?
13. How do I qualify for an operator's license?
14. What are responsible beverage server training courses?
15. What exceptions are there to the server training course requirement?

1. **What does an alcohol beverage license allow?**

A retail license allows persons to sell alcohol beverages to individual retail customers, from a particular place (premises). The sale must occur at the licensed premises, with the buyer and seller both physically present at the time of sale. Licenses are issued by municipalities (cities, villages, towns) after the governing body (city council, town board, etc.) determines that the applicant is qualified for the license. No one can sell alcohol beverages (or give away for a commercial purpose) or allow consumption in a public place without getting the appropriate license or permit.

2. **Are licenses and permits the same thing?**

No. Licenses are issued by the municipality where the business is conducted; permits are issued by the state. While there is some functional overlap, retailers are usually covered by licenses and wholesale and production tiers of the industry are generally covered by permits.

3. **What types of alcohol beverage licenses are there?**

- Class "A" fermented malt beverage licenses allow retail sale of fermented malt beverages (beer) for consumption off the premises. Examples: grocery or convenience stores.
- "Class A" liquor licenses allow retail sale of intoxicating liquor (including wine) for consumption off the premises. Examples: liquor stores or grocery stores with full liquor sales sections.
- "Class A" (cider only) licenses allow retail sale of cider (any alcohol beverage made from the fermentation of the juice of apples or pears and that contains not less than 0.5% alcohol by volume and not more than 7% alcohol by volume) for consumption off the premises. Class "A" licensees applying for a "Class A" (cider only) license shall be

issued the "Class A" (cider only) license. The municipality may not charge an initial issuance fee or annual fee for the "Class A" (cider only) license, but may charge a fee for newspaper publication of the alcohol beverage license application.

- Class "B" fermented malt beverage licenses allow retail sale of fermented malt beverages (beer) for consumption on or off the premises. Examples: restaurants, "beer bars."
- "Class B" liquor licenses allow retail sale of intoxicating liquor (including wine) for consumption on the premises, and wine in original sealed containers for consumption off the premises. If the municipality elects to, it may also permit sale of not more than four liters of intoxicating liquor at any one time (there are no limits on the quantity of wine that may be sold), in the original sealed container, for consumption off the premises. Check local ordinances for the allowance. State law also allows carryout of a single, opened (resealed) bottle of wine if sold with a meal at either a "Class B" or "Class C" licensed premises. Examples: taverns and restaurants with alcohol beverage service.
- "Class C" wine licenses allow the sale of wine for consumption only on the premises and allow the carryout of a single opened (resealed) bottle if sold with a meal. Sale of additional bottles of wine for consumption off the premises is not allowed.
- Temporary Class B licenses (often called picnic licenses) allow retail fermented malt beverage and/or wine sales, at temporary events like fairs and festivals. Only specified organizations qualify for such a license. Temporary licenses may be issued to:
 1. Bona fide clubs.
 2. State, county, or local fair associations, or agricultural societies.
 3. Churches, lodges, or societies that have been in existence for at least 6 months prior to the date of application.
 4. Posts of veterans organizations.
 5. Chambers of commerce or similar civic or trade organizations organized under ch. 181, Wis. Stats.

There are several other locally issued licenses or state issued permits that allow retail sale of alcohol beverages under certain circumstances. The licenses listed above are the most common, however.

4. **I've heard that some licenses are very expensive. Is that true?**

In some cases. Fees are set by local municipalities, with limits set by state law. Certain "Class B" liquor licenses are considered "reserve licenses" and are subject to an initial issuance fee of not less than \$10,000. "Class B" liquor licenses are restricted by a population based quota.

If a municipality has granted or issued a number of licenses equal to or exceeding its quota, the municipality may issue an "Above-quota" license for any of the following:

- A full-service restaurant that has a permanent interior seating capacity of 300 or more persons.
- A hotel that has 50 or more rooms of sleeping accommodations with either an attached restaurant (seating capacity of 150 or more persons) or a banquet room (banquets attended by 400 or more persons may be held).
- An opera house or theater for the performing arts operated by a nonprofit organization qualified as a section 501(c)(3) tax exempt organization.

No initial issuance fee or annual fee may be charged for a "Class A" (cider only) license.

Two reserve "Class B" liquor licenses with an initial issuance fee of not less than \$30,000 are created when a municipality establishes a Premier Economic Development District (PEDD). The PEDD is a geographic area not exceeding 40 acres (with estimated new construction assessed valuation of at least \$20,000,000 certified by an independent third-party appraiser or market research firm) designated by a municipal ordinance. The PEDD must not include land that is zoned exclusively for industrial use or land zoned exclusively for single-family or 2-family residences.

License applications for Class "A", "Class A", "Class A" (cider only), Class "B", "Class B", "Class B" (wine only), and "Class C" (wine) licenses must be published in a newspaper. The publication fee charged shall be the cost of publication as determined by the Department of Administration for publication of legal notices.

5. **May a municipality refund the reserve "Class B" initial issuance fee paid by the licensee?**

No. A municipality may not rebate or refund the initial issuance fee for a reserve "Class B" license to a reserve "Class B" licensee or a person affiliated with the reserve "Class B" licensee. Including through any grant or tax credit program.

6. **How are quotas and reserve licenses determined?**

The municipality is responsible for determining quotas and reserve fees, based on formulas in state law. Quotas are based on population and the number of licenses in effect in the municipality as of December 1, 1997.

A municipality may transfer up to 3 reserve "Class B" licenses to a municipality that is contiguous or within 2 miles of the transferring municipality. The transferring municipality establishes the initial issuance fee in an amount not less than \$10,000. Upon receipt of the issuance fee, the receiving municipality shall pay the issuance fee to the transferring municipality.

7. **I want specific information about licensing. Where do I go?**

Licensing decisions, quotas, reserve fees, etc., are all controlled by the municipality. **This is not a responsibility of the Department of Revenue, and Department employees cannot give accurate and timely information about municipal licensing.** For more information regarding the quotas and fees for "Class B" licenses, please contact the clerk of the municipality where the license is issued or will be applied for.

Municipal clerks who need information about quota and reserve license law should seek advice from their municipal attorney or from the appropriate municipal organization that serves them. Cities and villages can contact the [League of Wisconsin Municipalities](#), (800) 991-5502, and towns can contact the [Wisconsin Towns Association](#), (715) 526-3157.

8. **How do I apply for an alcohol beverage license?**

Contact the clerk for the city, village, or town where you wish to do business. The clerk will give you applications and information about legal requirements. After you apply, the clerk will publish the application three consecutive days in a local daily newspaper, or once in a weekly newspaper, to see if there are objections in the community. The licensing authority (city council, council licensing board, town board, etc.) will vote on the application. The license may not be granted until at least fifteen days after the application is filed with the clerk.

9. **What are the basic qualifications for a person to get a retail license?**

The basic qualifications are:

- You must be of legal drinking age (21).
- You must have resided continuously in Wisconsin for at least 90 days prior to the application date.
- You must have a seller's permit issued by the Department of Revenue. Call (608) 266-2776 or use the department's [Business Tax Online Registration](#).

You must have completed a responsible beverage server training course. Call your local Wisconsin technical college (WTC) for the technical college nearest to you. Visit the WTC website at wistechcolleges.org, or see "Training" on the Department of Revenue website for a list of approved online seller/server training.

A criminal record may prevent you from getting a license, as explained below.

10. **Can I get an alcohol beverage license if I have a criminal record?**

That will largely be up to the municipality to determine. A criminal record is not an automatic bar to getting a license. The municipality must determine whether the violation is something substantially related to the business of selling alcohol beverages. Violations such as selling liquor without a license, tax evasion, etc., are closely related to this business and might well result in the denial of the license application. A record of auto theft may not. The municipality will weigh the nature of the violation, the time that has elapsed since the violation, the person's overall record in the community, etc., in making that determination.

11. **Are licensing qualifications different if I incorporate?**

A corporation /LLC must meet the seller's permit and criminal offense requirements. The officers must be of legal drinking age and may be affected by a criminal record as described above. The officers and directors need not be residents of Wisconsin, or attend server training, but the agent must be a Wisconsin resident and complete server training. You must appoint a (single) agent, and the agent must meet all the qualifications of an individual applicant. The agent has the authority of a licensee who is a natural person. The agent, like an individual licensee, is in control of the premises and of the business conducted there.

12. **Does the licensee or the agent always have to be at the premises when it is open for business?**

No. There must be one or more licensed operators in charge of the premises. An operator's license is often called a "bartender's license." Not all bartenders must hold operator's licenses, but there must be at least one licensed operator in charge of the premises. If the premises is large, with several serving areas, bar areas, etc., licensed operators must be in charge of each distinct area, in order to supervise and direct unlicensed persons who may be selling/serving alcohol beverages.

13. How do I qualify for an operator's license?

To qualify for an operator's license, you must

- be at least 18 years old,
- meet criminal record requirements, and
- have completed a responsible beverage server training course. Contact your local Wisconsin technical college, or see "[Training](#)" on the Department of Revenue website.

The last requirement can be waived if it is a renewal application or if you held a non-expired Wisconsin alcohol beverage license, including an operator's license, within the past two years. The municipality may issue you a provisional operator's license if you are enrolled in a responsible beverage server training course when you apply. An operator's license is only good in the municipality that issues it. For instance, if you are issued an operator's license in the City of Milwaukee, you may not use it in a suburban municipality, like Franklin.

14. What are responsible beverage server training courses?

These courses are required to hold alcohol beverage licenses, with some exceptions. They cover alcohol beverage laws, signs of intoxication, safe serving of alcohol beverages, etc. These courses are most often offered by local technical colleges. For further information, contact your local Wisconsin technical college (WTC). To find the technical college nearest you, visit the WTCS website at wistechcolleges.org.

Not all responsible beverage server training courses are taught by technical colleges. Other courses (see "[Training](#)" on the Department of Revenue website) may be substituted for those taught at technical colleges, as long as they have been approved by the Department of Revenue or the Department of Safety and Professional Services (DSPS). Make sure of this approval before enrolling in a responsible server course not offered at a technical college.

15. What exceptions are there to the server training course requirement?

The exceptions to this requirement are

- if you are renewing a Wisconsin retail or an operator's license,
- if you were the agent of a corporation that held a Wisconsin retail license within the past two years,
- if you held a Wisconsin retail or operator's license within the past two years, or
- if you completed a Wisconsin approved server training course within the past two years.

FOR MORE INFORMATION PLEASE CONTACT:

MS 6-40

WISCONSIN DEPARTMENT OF REVENUE

Alcohol & Tobacco Enforcement

PO Box 8933

Madison, WI 53708-8933

Phone: (608) 266-6701

Fax: (608) 261-6240

Email additional questions to DORAlcoholTobaccoEnforcement@wisconsin.gov

January 29, 2019

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Information for Wisconsin Alcohol Beverage and Tobacco Retailers

Includes information on:

- Licenses and permits
- Prohibited activities
- Underage persons and minors
- Cigarette and tobacco products
- Electronic vaping devices
- Video gambling

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IMPORTANT UPDATES AND CHANGES**Applicable Laws and Rules**

This document provides statements or interpretations of Wisconsin and federal laws and regulations enacted as of May 1, 2024. Laws enacted and in effect after this date, new administrative rules, and court decisions may change 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.

- **Fermented Malt Beverage Definition.** Effective May 1, 2024, the definition of fermented malt beverage has been expanded to include alcohol beverages classified as beer federally. All products labeled with the word "beer" (except sake) are now fermented malt beverages and may be sold through the associated retail license. Page 4.
- **Taste Samples.** Effective May 1, 2024, licensed retailers may allow producers of alcohol beverages to provide taste samples on the licensed premises, with some restrictions. Page 8
- **Operator's (Bartender's) Permits.** Effective January 1, 2025, The Division of Alcohol Beverages may issue operator's permits. This state-issued permit will allow a person to serve and sell alcohol beverages on behalf of any licensed establishment anywhere in Wisconsin. Municipal governments may continue to issue municipal operator's licenses, which are valid only in that municipality. Page 9.
- **Batch Cocktails.** Effective May 1, 2024, "Class B" liquor license holders may premix cocktails in advance of their sales, provided certain restrictions are followed, such as only storing the batch for up to 48 hours. Page 9.
- **Safe Ride Program.** Effective May 1, 2024, the Division of Alcohol Beverages must provide information on the Safe Ride Program in this booklet. Page 18.
- **Electronic Vaping Devices.** Effective March 6, 2024, sellers of electronic vaping devices are required to hold a municipal retail license for cigarettes, tobacco products, and electronic vaping devices. Page 20.
- **License Listings.** The Department of Revenue (DOR) now publishes on its website lists of businesses who hold retail alcohol beverage licenses. Go to the [Retail Alcohol Beverage License Search](#) to see the list. Page 24.

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.

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 them.

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 12:00 midnight and 6:00 a.m.
- Municipalities may further restrict sales hours by local ordinance.
- May give customers two free 3-ounce taste samples of beer between 11:00 a.m. and 7:00 p.m. These taste samplings may also be done on the licensed premises by a brewer, or their representative, provided that the beer is purchased by the brewer from the retail licensee, or the brewer brings the

beer they produce to the retail premises and takes with them any leftover beer at the conclusion of the tasting.

(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. to 6:00 a.m.
- Municipalities may further restrict sales hours by local ordinance.
- May give customers one free 0.5-ounce taste sample of intoxicating liquor, or two free 3-oz. taste samples of wine between 11:00 a.m. and 7:00 p.m. These taste samplings may also be done on the licensed premises by a winery, manufacturer, or rectifier, or their representative, provided that the beverages are purchased by the producer from the retail licensee, or the producer brings the products they produce to the retail premises and takes with them any leftover alcohol beverages at the conclusion of the tasting.

(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.
- May give customers two free 3-ounce taste samples of cider between 11:00 a.m. and 7:00 p.m. These taste samplings may also be done on the licensed premises by a winery, manufacturer, or rectifier, or their representative, provided that the beverages are purchased by the producer from the retail licensee, or the producer brings the products they produce to the retail premises and takes with them any leftover alcohol beverages at the conclusion of the tasting.

(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.

May allow a brewer, or their representative, to conduct taste samplings of beer on the licensed premises provided that the beer is purchased by the brewer from the retail licensee, or the producer brings the beer they produce to the retail premises and takes with them any leftover beer at the conclusion of the tasting.

(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 or re-capped 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.
- Retailers may premix cocktails in bulk containers provided the following conditions are satisfied.
 - The mixed drink is provided to the consumer in a glass or other container not exceeding 72 ounces in volume.
 - The mixed drink has not been stored in a container for more than 48 hours prior to its sale to a customer.
 - Bulk containers do not exceed 5 gallons in volume.
 - The bulk container includes a label stating the following:
 - That the container holds a batch of premixed drinks and the date and time the batch was prepared.
 - Following the words "expiration date," the date and time that is 48 hours after the date and time the batch was prepared.
 - The words "contains alcohol."
 - The name of the person who prepared the batch of premixed drinks in the container.
 - The ingredients of the batch of premixed drinks, unless the label contains a recipe title for the batch and the recipe, with a complete ingredient list, is maintained on the premises and is available for inspection.
- 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.
- May allow a winery, manufacturer, or rectifier, or their representative, to conduct taste samplings of intoxicating liquor on the licensed premises provided that the beverages are purchased by the producer from the retail licensee, or the producer brings the products they produce to the retail premises and takes with them any leftover alcohol beverages at the conclusion of the tasting.

(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 or re-capped prior to taking off the licensed premises.
- Closing hours are generally the same as Class "B" beer license.
- May allow a winery, manufacturer, or rectifier, or their representative, to conduct taste samplings of wine on the licensed premises provided that the wine is purchased by the producer from the retail licensee, or the producer brings the wine they produce to the retail premises and takes with them any leftover wine at the conclusion of the tasting.

(9) Operator's Licenses and Permits (Bartender's License)

- Authorizes an individual to make retail sales of alcohol beverages on behalf of a business holding a retail alcohol beverage license.
- The Division of Alcohol Beverages may issue operator's permits beginning January 1, 2025.
- An operator's license is valid only in the municipality where issued, however, a permit issued by the Division of Alcohol Beverages is valid anywhere in the state.
- See section B (1) for more information on Responsible Beverage Server Training Course and licensed premises supervision requirements.

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](#). 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:
 - axe throwing facilities
 - movie theater
 - billiards center having 12 or more billiards tables (not coin-operated) eight feet or longer
 - music festival venues with projected attendance of at least 2,500 persons
 - bowling center
 - painting studio

- car operated by a railroad
 - center for visual or performing arts
 - county or municipally owned public facility as defined in sec. 125.51(5)(b), Wis. Stats.
 - curling club
 - drug store
 - golf course or clubhouse
 - grocery store
 - hotel
 - indoor golf simulator facility
 - indoor golf and baseball facility on premises holding a Class "B" license
 - indoor (at least 9 by 18 meters) or outdoor volleyball court
 - 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%)
 - private tennis or soccer club
 - racetrack licensed under ch. 562, Wis. Stats.
 - regularly established athletic field
 - ski chalet
 - service station
 - stadiums
 - State Fair Park and concessions in state park or forest, or park owned by an agricultural society
 - vessel
- 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 or permit 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 their 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 many 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 normal business 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. Safe-Ride Program

The Wisconsin Department of Transportation may award grants to counties, municipalities, and non-profit corporations to cover the cost of transporting intoxicated persons from a licensed premises to their residence.

The Tavern League of Wisconsin's [SafeRide program](#) provides transportation from the licensed premises to a person's home at no cost to the patron. To utilize this resource, ask the bartender if their establishment participates in a safe-ride program. For questions and more details, call the Tavern League of Wisconsin office in Milwaukee at (608) 270-8591.

B. 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.

C. 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.

D. 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 AB-220](#), *Temporary Alcohol Beverage 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.

E. Inspection of Licensed Premises

Licensed premises may be inspected by law enforcement officers during normal 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. 125.025(3), 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.
- Electronic Vaping Device - a device that may be used to deliver any aerosolized or vaporized liquid or other substance for inhalation, regardless of whether the liquid or other substance contains nicotine and includes:
 - e-cigarette
 - e-cigar
 - e-pipe
 - vape pen
 - e-hookah
 - a component, part, or accessory of the device
 - a liquid or other substance that may be aerosolized or vaporized by such device

An electronic vaping device is not:

- a battery or battery charger when sold separately
- drugs, devices, or combination products authorized for sale by the U.S. food and drug administration, as those terms are defined in the federal Food, Drug, and Cosmetic Act
- 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, tobacco products, or electronic vaping devices 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 tobacco products, or vapor products/electronic vaping devices 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, tobacco products, and electronic vaping devices 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, tobacco products, and vapor products from a manufacturer, distributor or jobber who holds a valid permit from DOR. If a retailer purchases 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 vaping devices 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](#) 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. Retail License Holders List

Wisconsin law (sec. 125.04(4) Wis. Stats.), requires municipal clerks to annually report by July 15 information about each retail alcohol beverage license issued by their municipality. Municipal licenses are reported electronically to DOR using [Form AT-827](#). DOR is required to publish the list of licensed retailers as reported by municipalities.

- [Wisconsin Retail Alcohol Beverage License Search](#)

B. 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 Alcohol Beverage Permit Listing](#)
- [Wisconsin Cigarette or Tobacco Products Permit Listing](#)

C. 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>

D. Subscribe to DOR News

[Sign up](#) to receive news via email updates from DOR. Click "Alcohol Beverage News" and/or "Cigarette, Tobacco, and Vapor Products."

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

Visit our website . . . revenue.wi.gov

Email. . . DORAlcohol@wisconsin.gov

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

Telephone. . . (608) 264-4573

**CITY OF PLATTEVILLE, WISCONSIN
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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

- (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

- (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

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.

- (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

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.

**Cigarette, Tobacco, and Electronic Vaping
Device Retail License Application**

FOR CLERKS ONLY

Municipality

License Period

Part A: Premises/Business Information

1. Legal Business Name (individual name if sole proprietor)

2. Business Trade Name or DBA

3. FEIN

4. Wisconsin Seller's Permit Number

5. Entity Type (*check one*)☐ Sole Proprietor☐ Partnership☐ Limited Liability Company☐ Corporation

6. State of Organization

7. Date of Organization

8. Wisconsin DFI Registration Number

9. Premises Address (do not use PO Box)

10. City

11. State

12. Zip Code

13. County

14. Governing Municipality: ☐ City ☐ Town ☐ Village
of: _____

15. Aldermanic District

16. Mailing Address (if different from premises address)

17. City

18. State

19. Zip Code

20. Premises Phone

21. Premises Email

22. Website

23. Premises Description - Describe the building or buildings where cigarettes, tobacco products, and electronic vaping devices are to be sold and stored. Describe all rooms including living quarters, if used, for the sales and/or storage of cigarettes, tobacco products, and electronic vaping devices and records. Cigarettes, tobacco products, and electronic vaping devices may be sold and stored **ONLY** on the premises described in this application. Attach a floor plan if possible.

Part B: Questions

1. What products will be sold at this business location? (check all that apply)

☐ Cigarettes☐ Tobacco Products☐ Electronic Vaping Devices

2. How will cigarettes, tobacco, and/or electronic vaping devices be sold? (check all that apply)

☐ Over the counter☐ Vending machine3. Is the applicant business owned by another business entity? ☐ Yes ☐ No

If yes, provide the name and FEIN of the parent company below, identify parent company members in Part C, and attach Form CTV-101 for all of the parent company's members, partners, or officers.

3a. Name of Parent Company: _____

3b. FEIN of Parent Company: _____

Part C: Individual Information

An Individual Questionnaire, Form CTV-101, must be completed and attached to this application for each person involved in the applicant business and any parent company indicated in Part B. Such persons include: sole proprietor, all officers and agents of a corporation, all partners of a partnership, and all members and agents 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 D: Attestation

One of the following must sign and attest to this application:

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

READ CAREFULLY BEFORE SIGNING:

I understand and agree to the following:

- I will only purchase cigarettes, tobacco, and vapor products from distributors, jobbers, or subjobbers permitted by the Wisconsin Department of Revenue, unless I also hold the proper distributor's permit and pay all applicable excise taxes.
- I will not purchase or exchange products from another retailer, including transferring existing stock to a new owner.
- I will provide tobacco sales training that has been approved by the Wisconsin Department of Health Services to my employees. (<https://witobaccocheck.org>).
- I will not sell single cigarettes.
- I will not sell, give, or otherwise provide cigarettes, tobacco, or any nicotine products to minors.
- I will keep product invoices on the licensed premises for two years and ensure the records are available for inspection by law enforcement. Failure to comply with this will result in criminal penalties, including loss of inventory.
- I will not sell cigarettes or roll-your-own (RYO) tobacco products unless listed on the Wisconsin Department of Justice's directory of certified tobacco manufacturers and brands.

Further, under penalty provided by law, I state that this application has been truthfully answered to the best of my knowledge. I agree 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.

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

Part E: For Clerk Use Only

Date application was filed with clerk	Date license issued	Date license expires	License number
License fees	Signature of Clerk/Deputy Clerk		

Form CTV-100 Instructions

Cigarette, Tobacco, and Electronic Vaping Device Retail License Application

Who needs a cigarette, tobacco, and electronic vaping device retail license?

Any individual or entity that wants to sell cigarettes, tobacco products, or electronic vaping devices to consumers over the counter or through a vending machine must obtain a retail cigarette, tobacco, and electronic vaping device license.

Who issues cigarette, tobacco, and electronic vaping device retail licenses?

Municipal clerks of cities, villages, and towns issue cigarette, tobacco, and electronic vaping device retail licenses.

Specific Instructions

Part A: Business Information

- Box 1: Enter the legal business name.
- Box 2: Enter the business trade name or “doing business as” name, if different than the name in box 1.
- Box 4: For questions about obtaining a seller’s permit, see [Seller’s Permit Common Questions](#).
- Box 5: Check one entity type to indicate how the business is legally organized.
- Box 14: Check a municipality type and write the name of the governing municipality where the business is located. This may be different from the city listed in the premises address.
- Box 20 – 23: All requests for “premises” information are requests for the physical location within the municipality and contact information to reach the business during open hours.
- Box 23: Describe the premises in detail. Attach a floor plan if possible.
 - Example: The premises is located at 1234 Main St., Realtown, WI 12345 and includes only the first-floor sales floor, humidor, north storage room, and south office of the 5,000 square foot building.

Part B: Questions

1. Check the box(es) corresponding to each type of product you intend to sell. You may check multiple boxes.
2. Check the box(es) corresponding to the type of retail sale intended. This license does not authorize any online sales. Cigarette vending machine retailers must also obtain a Cigarette Vending Machine Operator by completing Form CT-129.
3. If you answer yes to this question, provide the Legal Business Name and FEIN of the parent company in boxes 3a and 3b.

Part C: Individual Information

- Provide basic information for all persons involved in the cigarette, tobacco product, or electronic vaping device business who are sole-proprietors, partners, officers, members, or agents.
- Example titles: President, Treasurer, Chief Financial Officer, Member, Partner, etc.
- Include an Individual Questionnaire (Form CTV-101) for each person listed in this section with the submission of this application.
- If the applicant is owned by another corporation or LLC as indicated in Part B, Question 3, include information about the parent company’s members or officers in the table, including the completion of Form CTV-101.

Part D: Attestations

- Read the attestation carefully, then sign and date.

Part E: For Clerks Use Only

- “Date license issued” means the date the municipal clerk issued the license certificate document.

Completion and Submission of Form CTV-100

- Submit the completed application to the clerk of the municipality in which you are applying for a license.
- In addition to Form CTV-100, include:
 - Form CTV-101 for the sole-proprietor; all officers, directors, and agent of a corporation; all partners of a partnership; all managing members and agent of a limited liability company
 - Form CTV-102 if the applicant is an LLC or corporation
 - Proof the applicant holds a seller's permit, such as a copy of the seller's permit document. Search for active sales tax accounts at revenue.wi.gov under [My Tax Account](#), click on "Search Account Number" under the Businesses section. If you have questions about whether a person holds a seller's permit, contact the Department of Revenue at 608-266-2776
 - All other information and documents required by your municipality

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 may publish a list of cigarette, tobacco product, and electronic vaping device licensees reported by municipalities. 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. Reach out to your municipal clerk for assistance with the following:

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

If you have questions about cigarette, tobacco product, and electronic vaping device laws and regulations, you may contact the Department of Revenue using the contact information below.

Website: www.revenue.wi.gov

Write: DORAlcoholTobaccoEnforcement@wisconsin.gov

Call: (608) 264-4573

Resources Provided by the Department of Revenue

[Wisconsin Department of Revenue Cigarette, Tobacco, and Vapor Product Landing Page](#)

[Permit Predetermination Common Questions](#)

[Vapor Products Tax Common Questions](#)

[Fact Sheet 3501](#) *Vapor Products Tax*

Other Resources

[Tobacco Sales Training](#) – Wisconsin Department of Health Services

[Tobacco 21](#) – Wisconsin Department of Health Services

Cigarette, Tobacco, and Electronic
Vaping Device License - Individual QuestionnaireDate

Part A: Business Information

1. Legal Business Name (individual name if sole proprietor)

2. Business Trade Name or DBA

3. Entity Type (*check one*)☐

Sole Proprietor

☐

Partnership

☐

Limited Liability Company

☐

Corporation

Part B: Individual Information

1. Name (Last)

2. Name (First)

3. Name (M.I.)

4. Relationship to Business (Title)

5. Email

6. Phone

7. Home Address

8. City

9. State

10. Zip Code

11. Date of Birth

12. Drivers License/State ID Number

13. Drivers License/State ID State of Issuance

Part C: Individual's Address History

List in chronological order all of your addresses within the last 5 years. Attach additional sheets if necessary.

Previous Address 1

City

State

Zip Code

Previous Address 2

City

State

Zip Code

Previous Address 3

City

State

Zip Code

Previous Address 4

City

State

Zip Code

Previous Address 5

City

State

Zip Code

Previous Address 6

City

State

Zip Code

If applicable, list all states and counties you have lived in as an adult. Attach additional sheets if necessary.

State

County

State

County

State

County

State

County

State

County

State

County

State

County

State

County

Continued →

Part D: Individual's Criminal History

1. Have you ever been convicted of any offenses (other than traffic offenses) 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:

Law/Ordinance Violated	Location	Trial Date
Penalty Imposed		Was sentence completed? <input type="checkbox"/> Yes <input type="checkbox"/> No
Law/Ordinance Violated	Location	Trial Date
Penalty Imposed		Was sentence completed? <input type="checkbox"/> Yes <input type="checkbox"/> No
Law/Ordinance Violated	Location	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) 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 E: Attestation by Individual

READ CAREFULLY BEFORE SIGNING: I 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 an application for cigarette, electronic vaping devices, and tobacco products retail license may be required to forfeit not more than \$1,000 if convicted. I declare under penalties of the law that I have examined this information and, to the best of my knowledge, it is true, correct, and complete to the best of my knowledge and belief.

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

Part F: Licensing Authority Approval

I hereby certify that I have checked municipal and state criminal records. To the best of my knowledge, with the available information, this individual qualifies to serve in the reported role with the above-named business.

Name of Local Official	Title
Signature of Local Official	Date

Form CTV-101 Instructions

Cigarette, Tobacco, and Electronic Vaping Device License - Individual Questionnaire

Who must complete Form CTV-101?

This form must be submitted to the municipal clerk along with Form CTV-100. One CTV-101 must be completed by each person involved in the applicant business. Such person include: sole proprietor; all officers, agents of a corporation; all partners of a partnership; and all members and agents of a limited liability company.

Note: Your cigarette, tobacco, and electronic vaping device license application (Form CTV-100) is not complete until all required Individual Questionnaires are submitted.

Where do I submit Form CTV-101?

Submit this form with the license application (Form CTV-100) to the clerk of the municipality in which the applicant business is located.

Specific Instructions

Date

Date you are preparing this form using the format MM/DD/YYYY.

Part A: Premises/Business Information

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

Note: This business information must match the information on the license application (Form CTV-100).

Part B: Individual Information

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

Part C: Address History

- List your addresses within the past five years.
- List any states and counties you have lived in not already listed in Part C.

Part D: Criminal History

- Question 1: Disclose any civil or criminal violations of law in any jurisdiction (federal, state, or local ordinance).
- Question 2: Disclose any pending charges against you in any jurisdiction.

Note: Subject to the Wisconsin Fair Employment Law (Ch. 111, Wis. Stats.), persons with convictions or pending charges may, if the offenses are sufficiently relevant, be prohibited from holding a retail cigarette, tobacco, and electronic vaping device license under sec. 134.65(1m), Wis. Stats. See the Department of Revenue's [Permit Predetermination Common Questions](#) for offenses that may prevent someone from holding a license.

Part E: 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
- Cost of certain licenses

If you have questions about cigarette, tobacco, and electronic vaping device laws and regulations, you may contact the Department of Revenue using the contact information below.

Website: <https://www.revenue.wi.gov/Pages/Businesses/Tobacco.aspx>

Write: DORAlcoholTobaccoEnforcement@wisconsin.gov

Call: (608) 264-4573

Resources Provided by the Department of Revenue

[Wisconsin Department of Revenue Cigarette, Tobacco, and Vapor Product Landing Page](#)

[Permit Predetermination Common Questions](#)

[Vapor Products Tax Common Questions](#)

[Fact Sheet 3501](#) *Vapor Products Tax*

Other Resources

[Tobacco Sales Training](#) – Wisconsin Department of Health Services

[Tobacco 21](#) – Wisconsin Department of Health Services

Cigarette, Tobacco, and Electronic Vaping Device
Appointment of Agent

Date

Agent Type (check one): ☐ Original ☐ Change

Part A: Agent Information

1. Last Name	2. First Name	3. M.I.
4. Email	5. Phone	
6. Home Address		
7. City	8. State	9. Zip Code
10. Date of Birth	11. Drivers License/State ID Number	12. Drivers License/State ID State of Issuance

Part B: Questions

1. Have you completed Form CTV-101, *Cigarette, Tobacco, and Electronic Vaping Device License - Individual Questionnaire*? Submit a completed Form CTV-101 with this form. ☐ Yes ☐ No
2. If this is a change of agent, please describe the reason for the agent change. Attach additional sheets if necessary.

Part C: Business Information

1. Legal Business Name (individual name if sole proprietor)		
2. Business Trade Name or DBA		
3. Entity Type (check one) <input type="checkbox"/> Limited Liability Company <input type="checkbox"/> Corporation		
4. Premises Address		
5. City	6. State	7. Zip Code

Part D: Attestations

READ CAREFULLY BEFORE SIGNING: I, the **Licensee**, authorize the above-named individual to act for the above-named corporation or limited liability company with full authority and control of the premises and of all business relative to cigarettes, tobacco products, and/or electronic vaping devices conducted therein. I certify that I am authorized by the entity to authorize this individual to act on behalf of the entity. If I am appointing a successor agent, I rescind all previous agent appointments for this premises. Further, I 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 of Licensee (officer, member, or authorized signatory)	Date
Name of Person Signing for Licensee	Title

READ CAREFULLY BEFORE SIGNING: I, the **Agent**, hereby accept this appointment as agent for the above-named corporation or limited liability company and assume full responsibility for the conduct of all business relative to sales of cigarettes, tobacco products, and/or electronic vaping devices conducted on the premises for the above-named business. I further understand that I may be prosecuted for submitting false statements and affidavits in connection with this form, and that any person who knowingly provides materially false information on this form may be required to forfeit not more than \$1,000 if convicted.

Signature of Agent	Date
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Form CTV-102 Instructions

Appointment of Agent

Who must complete Form CTV-102?

Wisconsin law requires corporations and limited liability companies (LLCs) to appoint an agent that takes responsibility for the licensed premises.

Submit this form with CTV-100 to appoint an agent while applying for a license, or as a standalone document to report a change in appointed agent.

Where do I submit Form CTV-102?

Form CTV-102, *Appointment of Agent*, must be submitted to the clerk of the municipality in which the business or organization is located.

Specific Instructions

Date:

Date you are preparing this form using the format MM/DD/YYYY.

Agent Type:

Select original appointment if you are appointing an agent with your license application (Form CTV-100).
Select change if you are reporting a change of agent mid-licensing period.

Part A: Agent Information

Provide all requested personal information for the appointed individual.

Part B: Agent Questions

- These questions should be answered by the appointed individual.
- Question 1: Submit a completed Form CTV-101, *Individual Questionnaire*, with this form.
- Question 2: Describe the reason why the business entity must appoint a new agent.
 - Examples include: the previous agent is no longer an employee of the entity, the previous agent is no longer eligible to be an agent of the premises, the previous agent was not responsive to business needs.

Part C: Licensee Information

- Box 1: Enter the legal business name.
- Box 2: Enter the trade name or “doing business as” name, if different than the name in box 1.
- Box 3: Check one entity type in to indicate how the business is legally organized.

Note: This business information must match the information on the license application (Form CTV-100) or license certificate if reporting a change of agent during the license period.

Part D: Attestations

- An authorized representative of the licensee should read the first attestation carefully and sign to acknowledge the appointment of this agent.
- If the business in Part C is a corporation, the attestation must be signed by an authorized corporate officer or director.
- If the business in Part C is an LLC, the attestation must be signed by an authorized LLC member (i.e., managing member).
- The agent should read the second attestation carefully and sign to accept the appointment.
- An authorized representative of the licensee may appoint themselves as the agent by signing both attestation sections.

Part E: Licensing Authority Approval

This section is for use by the appropriate municipal official to attest to the qualifications of the individual.

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 of certain licenses

If you have questions about cigarette, tobacco product, and electronic vaping device laws and regulations, you may contact the Department of Revenue using the contact information below.

Website: www.revenue.wi.gov

Write: DORAlcoholTobaccoEnforcement@wisconsin.gov

Call: (608) 264-4573

Resources Provided by the Department of Revenue

[Wisconsin Department of Revenue Cigarette, Tobacco, and Vapor Product Landing Page](#)

[Permit Predetermination Common Questions](#)

[Vapor Products Tax Common Questions](#)

[Fact Sheet 3501](#) *Vapor Products Tax*

Other Resources

[Tobacco Sales Training](#) – Wisconsin Department of Health Services

[Tobacco 21](#) – Wisconsin Department of Health Services