

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?

It 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?