



## FOOD PEDDLER SUPPLEMENTAL LICENSE INFORMATION

Office of the City Clerk License Division  
 200 E. Wells St. Room 105, Milwaukee, WI 53202  
 (414) 286-2238 e-mail address: [license@milwaukee.gov](mailto:license@milwaukee.gov)  
 website: [www.milwaukee.gov/license](http://www.milwaukee.gov/license)

### WHO NEEDS A LICENSE?

A license is required of every person who sells food in the City of Milwaukee from a pushed, pedaled, pulled or motorized vehicle or from a carried container that does not hold a State of Wisconsin Mobile Food License.

#### Food

Food is all articles used for food, drink or condiment including ice or water used for human consumption, whether simple, mixed, or compound and articles used or intended for use as ingredients in the composition or preparation thereof.

### EXEMPTIONS (LICENSE NOT NEEDED)

- A person licensed by the State of Wisconsin as a Mobile Retail Establishment or Mobile Restaurant.
- A person selling only:
  - Canned or bottled non-alcohol drinks that do not need refrigeration.
  - Raw agriculture – includes fresh uncut produce, cottage food products, honey, cider, sorghum, maple syrup.
  - Pickle Bill items - pickles or other processed vegetables or fruits with an equilibrium pH value of 4.6 or lower.
  - Prepackaged Non Hazardous Food – includes chips, candy, nuts, cookies that do not require temperature control.
  - Sample size (2 oz. or less) food portions

### RESTAURANT PEDDLER

A restaurant peddler is a mobile establishment in which any food sales consist of meals.

#### Meal

MEAL means any ready-to-eat food served or sold to the general public in individual or prepackaged single portions or servings for immediate on-premises consumption, or transported off-premises in individual prepackaged carryout servings for immediate consumption, or specifically preordered individual or multiple serving portions which are transported to an off-premises location for immediate consumption.

MEALS INCLUDE, but are not limited to, sandwiches, individual portions of cured and pickled food sold from bulk containers, hard boiled eggs, hot ready-to-eat soup, or raw or cooked processed foods sold or served in individual portions.

MEALS DO NOT INCLUDE soft drinks, ice cream, milk, milk drinks, coffee, tea, ices, confections, pastry items, or food items sold by the weight, count, or piece in individual packages which require further preparation for consumption at another location.

### RETAIL PEDDLER

A retail peddler is a mobile establishment in which all food sales are beverages or snacks. No meals are sold.

This includes but is not limited to: soft drinks, ice cream, milk, milk drinks, coffee, tea, ices, confections, pastry items, or food items sold by the weight, count, or piece in individual packages which require further preparation for consumption at another location.

### SERVICE BASE REQUIRED

All food peddlers must have a service base for cleaning the mobile unit, food storage, dishwashing, and food preparation not done on the mobile unit. A food dealer license is required for this service base, and is obtained from the municipality where it is located. The base must be a commercial kitchen.

#### Variance

Certain peddler units may be eligible for a variance to operate without a service base. Minimum requirements apply and can be viewed at <http://city.milwaukee.gov/health/mobilefood>.

### APPLY FOR THE LICENSE

Determine if you will operate your mobile unit solely in the City of Milwaukee. If you plan to operate in other municipalities contact the State of Wisconsin to obtain a Mobile Food License.

- Restaurant Peddlers: 608-266-2835
- Retail Peddlers: 608-224-4923

Determine where your service base will be located. If it is located in the City of Milwaukee complete a food dealer application in addition to this application.

You can file your new application between 8:15 a.m. and 12:00 p.m. or 1:30 p.m. and 4:00 p.m. Monday thru Friday at the License Division.

Submit a complete application, which includes the following:

#### ALL APPLICANTS:

- License Fee
- Business License Application (ccl-busapp)
- Food Peddler Supplemental License Application (ccl-foodped)
- Food Peddler Itinerary (ccl-peditin)

**AND**

- A city of Milwaukee Food Dealer Application (Available at <http://city.milwaukee.gov/cityclerk/license/LicensesPermits>)

**OR**

- Application For a Variance (ccl-foodvar) (Available at <http://city.milwaukee.gov/cityclerk/license/LicenseForms>)

**OR**

- A valid service base license issued by another Wisconsin municipality. (This may be submitted after the Food Peddler Application has been filed.)

**IMPORTANT NOTE:** The premises address listed on the business application should be the service base address. If you intend to apply for a variance the premises address should be the address where the mobile unit is stored.

**WHAT TO DO NEXT?**

- All applicants must be fingerprinted by the Milwaukee Police Department.
- Schedule a Health Inspection:  
At least 24 hours after filing your application, call the Health Department at (414) 286-3674 to get your inspector’s name and phone number. Then call the inspector between 8:00 am and 9:30 am Monday thru Friday to schedule an inspection.
- Obtain a Wisconsin Seller’s Permit
- Register with Department of Financial Institutions\*  
\*See the Business Information sheet for detailed instructions regarding these requirements.

**FOR THOSE APPLYING FOR A VARIANCE**

- Contact the District Alderperson:  
You may wish to contact the district alderperson where your mobile unit will be stored at (414) 286-2221 to discuss your plans.

**ISSUANCE OF THE LICENSE**

Before a license can be issued, the License Division must have all of the following:

- A complete application on file
- Payment of all license fees
- Police background report
- A copy of your base license
- Health Department approval
- Aldermanic approval of the variance (if applicable)
- A copy of Wisconsin Seller’s Permit
- Proof of registration with the Department of Financial Institutions for Corporations and Limited Liability Companies

The license will expire 1 year from date of issuance.

**LIST OF FEES AND TYPES OF UNITS**

Restaurant Peddlers	
Motorized	\$305
Pushed, Pedaled, or Pulled	\$275
Carried	\$185
Night Time Operations	\$45
Retail Peddlers	
Motorized	\$305
Pushed, Pedaled, or Pulled	\$275
Carried	\$185
Night Time Operations	\$45
<b>Motorized:</b> Includes food trucks and trailers that must be towed by a motorized vehicle	
<b>Pushed, Pedaled, Pulled:</b> Does not require a motorized vehicle to move from site to site	
<b>Carried Container:</b> Can be carried by the operator	

**PERMIT STICKER AND SIGNAGE**

Upon issuance of the license, each Food Peddler will be issued a numbered sticker specific to the mobile unit to be directly adhered to it. Each Food Peddler shall have signs printed or affixed, in a prominent position, to 2 sides of the vehicle or container. Each identifying sign shall include the name of the business or person operating the vehicle or container, a valid telephone number for the business, and the unique serial number in lettering not less than 3 inches high. The vehicle identification number, permanent unique number or alpha identifier distinguishing mobile unit must also be visible.

**HOURS OF OPERATION**

Food peddlers may operate between the hours of 6am and 9pm each day. A night time operations sticker allows operation from 9pm-3am Sunday through Thursday and 9pm-3:30am on Friday and Saturday.

**ADDITIONAL REQUIREMENTS**

**Food Manager Certification**

Per City Ordinances and the Wisconsin Food Code, each licensed restaurant and food establishment that processes potentially hazardous food must have at least one manager or operator certified in food protection practices within 90 days after a business opens.

Additional information is available at: <http://city.milwaukee.gov/cfm#.U9aHMzoo6Uk>

**RULES & REGULATIONS**

Review Chapter 68, Milwaukee Code of Ordinances online at [www.milwaukee.gov/ordinances](http://www.milwaukee.gov/ordinances). Keep informed of changes online under “View What’s New!” at [www.milwaukee.gov/license](http://www.milwaukee.gov/license)



# FOOD PEDDLER SUPPLEMENTAL APPLICATION / FOOD OPERATION PLAN

OFFICE OF THE CITY CLERK, LICENSE DIVISION

CITY HALL, 200 E. WELLS ST, ROOM 105, MILWAUKEE, WI 53202 ▪

(414) 286-2238 ▪ [license@milwaukee.gov](mailto:license@milwaukee.gov) ▪ [www.milwaukee.gov/license](http://www.milwaukee.gov/license)

**Legal Entity:** \_\_\_\_\_

**Premises (Base) Address:** \_\_\_\_\_

## MOBILE LICENSE

Do you operate in municipalities outside of Milwaukee?  No  Yes If yes, do not submit this application.  
 You must obtain a state mobile license. However, if you have a base kitchen in the City of Milwaukee, the Food Dealer (base) license is still required.

### 1. Type of Operation

Unit Type  
 Motorized Vehicle - includes peddler truck or vehicle or trailer that must be pulled by a motorized vehicle (\$305)  
 Pushed, Pedaled or Pulled Vehicle – does not require a motorized vehicle to move from site to site (\$275)  
 Carried container (\$185)

Do you intend to operate between 9:00 pm-3:00 am Sunday-Thursday and/or 9:00 pm-3:30 am Friday & Saturday?  
 No  Yes – Nighttime Operation Permit Required (\$45)

Do you intend to sell ice cream or other frozen confections?  
 No  Yes – Each person who will operate the peddler unit is required to also obtain an Ice Cream Peddler License

Provide a brief description of the food operation: \_\_\_\_\_

Attach a copy of your menu or list of the types of food products that will be sold. Check which you will be including with this application:  
 Menu  List of the types of food products (for example: packaged foods, deli case, meat department)

What is your anticipated first date of operation? \_\_\_\_\_

### 2. Cart Description

Indicate unit measurements, approximations are acceptable.

Length \_\_\_\_\_ ft      Width \_\_\_\_\_ ft      Height \_\_\_\_\_ ft      Number of Wheels \_\_\_\_\_

Provide a general description of the mobile unit: \_\_\_\_\_

Provide the following information:

Make \_\_\_\_\_      Model \_\_\_\_\_      Year \_\_\_\_\_      Color \_\_\_\_\_

License Plate Number (if applicable) \_\_\_\_\_      Expiration Date (if applicable) \_\_\_\_\_

VIN (If applicable) \_\_\_\_\_

### 3. Food Processing

Will any food processing be done on the cart?  No  Yes  
*Processing is defined as assembling, grinding, cutting, mixing, baking, coating, stuffing, packing, bottling, grilling, canning, extracting, fermenting, distilling, pickling, freezing, drying, smoking, or packaging.*

If Yes, check the types of food items:

SNACKS & BEVERAGES  
*includes, but is not limited to, ice cream/soft serve, lemonade, snow cones, coffee, espresso, cappuccino, tea, fruit juice, smoothies, candy, dispensed soda, fruit cups, bakery, cookies, popcorn, kettle corn, cotton candy, funnel cakes, fritters, tortilla chips w/ cheese*

MEALS  
*includes, but is not limited to, chicken, ribs, sandwiches, roasted corn, baked potatoes, hot dogs, brats, tacos, nachos w/ cheese and meat, French fries, cooked or deep fried vegetables/fruit, cooked cheese curds, corn dogs, egg rolls, salads*

#### 4. Hazardous Foods

Will any hazardous food be sold?  No  Yes

*Hazardous foods require temperature control (includes dairy products such as milk, cheese, and ice cream, fish shellfish, meat, poultry)*

If yes, list the types of food items: \_\_\_\_\_

#### 5. Operational Base

Submit a completed **Food Peddler Itinerary** along with this application.

An updated copy of your itinerary must be kept on the unit, at your operational base, and on file with the City Clerk's Office.

All food peddlers must maintain an operational base from which the peddler unit will be serviced.

The base must be a licensed food establishment unless a variance is obtained.

Indicate the following information regarding your operational base:

Legal Entity \_\_\_\_\_

Premises Address: \_\_\_\_\_

Business Phone #: \_\_\_\_\_

Food License Status:  Obtained  Pending, application submitted  
 Application not yet submitted

Are there multiple food operations being conducted at this location by different food establishment operators (permit holders)?

Yes  No

If multiple operators are sharing the kitchen, are you leasing the space from another food establishment operator?

Yes (*Shared Kitchen Agreement required*)  No

#### Base License and Inspection Reports

- Each operator using a kitchen base must have their own food license for that location.
- If the proposed operational base is outside the City of Milwaukee, submit a copy of the food license for the base along with a copy of a health inspection report. The inspection must have been completed within the previous 12 month period.

#### Shared Kitchen Agreement

- If another business is the primary occupant of the kitchen you are renting use as a base, a Shared Kitchen Agreement must be obtained and submitted with this application.

What food preparation/processing will done at the base?

\_\_\_\_\_

#### 6. Affirmation of Understanding – Permit Needed to Operate

Read and initial each item confirming your understanding:

- \_\_\_\_\_ I understand that an inspection and sign off by the Health Department is required before my permit may be issued.
- \_\_\_\_\_ I understand that the Health Department will review my application and will update the application based on what is observed during my onsite inspection. My representative onsite at the time of inspection must have the authority to approve corrections to my application.
- \_\_\_\_\_ I understand that a permit must be obtained for my operational base before my food peddler permit maybe issued.
- \_\_\_\_\_ I understand the local council member must approve or deny my request before my permit is eligible to be issued. If denied, I understand that I may appeal and be scheduled for a hearing before the License Committee of the Common Council.
- \_\_\_\_\_ I understand the License Division must have proof of payment for the associated permit fees before my permit may be issued.
- \_\_\_\_\_ I understand that all of the above must be complete before my permit is eligible to be issued.
- \_\_\_\_\_ I understand that the license for which I am applying must be issued and posted in my business premises prior to opening for business.

I, \_\_\_\_\_, will not operate my food business, until the permit has been issued and  
Name of Applicant  
posted on the peddler vehicle or container.

**Signature of Applicant:**

**Date:**



# FOOD PEDDLER ITINERARY SHEET

All City of Milwaukee Food Peddlers are required to maintain and submit a current itinerary sheet detailing all vending locations along with the days and hours of operation at these locations. The itinerary must also provide a schedule for returning to the operational base or commissary for servicing the unit. If any changes are to be made regarding the itinerary on file (for example: changes to vending locations, times, or base visits), then an updated itinerary must be submitted to the City Clerk prior to enactment of the changes. Failure to maintain a current and valid itinerary with this department may result in progressive enforcement action including citation and permit suspension and/or revocation.

## PEDDLER UNIT

Unique ID	<input type="text"/>	Permit Number	<input type="text"/>
Legal Entity	<input type="text"/>		
Premises Address	<input type="text"/>		
Itinerary Effective Date	<input type="text"/>		

## VENDING ITINERARY

Vending Location Address	Location Type		Days at This Location <i>(circle all that apply)</i>	Times <i>(include a.m. or p.m.)</i>	
	<input type="checkbox"/> Public Way <input type="checkbox"/> Seasonal Market	<input type="checkbox"/> Private Property <input type="checkbox"/> Event		Start	End
	<input type="checkbox"/> Public Way	<input type="checkbox"/> Private Property	Sun Mon Tue		
	<input type="checkbox"/> Seasonal Market	<input type="checkbox"/> Event	Wed Thu Fri Sat		
	<input type="checkbox"/> Public Way	<input type="checkbox"/> Private Property	Sun Mon Tue		
	<input type="checkbox"/> Seasonal Market	<input type="checkbox"/> Event	Wed Thu Fri Sat		
	<input type="checkbox"/> Public Way	<input type="checkbox"/> Private Property	Sun Mon Tue		
	<input type="checkbox"/> Seasonal Market	<input type="checkbox"/> Event	Wed Thu Fri Sat		
	<input type="checkbox"/> Public Way	<input type="checkbox"/> Private Property	Sun Mon Tue		
	<input type="checkbox"/> Seasonal Market	<input type="checkbox"/> Event	Wed Thu Fri Sat		
	<input type="checkbox"/> Public Way	<input type="checkbox"/> Private Property	Sun Mon Tue		
	<input type="checkbox"/> Seasonal Market	<input type="checkbox"/> Event	Wed Thu Fri Sat		
	<input type="checkbox"/> Public Way	<input type="checkbox"/> Private Property	Sun Mon Tue		
	<input type="checkbox"/> Seasonal Market	<input type="checkbox"/> Event	Wed Thu Fri Sat		
	<input type="checkbox"/> Public Way	<input type="checkbox"/> Private Property	Sun Mon Tue		
	<input type="checkbox"/> Seasonal Market	<input type="checkbox"/> Event	Wed Thu Fri Sat		
	<input type="checkbox"/> Public Way	<input type="checkbox"/> Private Property	Sun Mon Tue		
	<input type="checkbox"/> Seasonal Market	<input type="checkbox"/> Event	Wed Thu Fri Sat		
	<input type="checkbox"/> Public Way	<input type="checkbox"/> Private Property	Sun Mon Tue		
	<input type="checkbox"/> Seasonal Market	<input type="checkbox"/> Event	Wed Thu Fri Sat		

## OPERATIONAL BASE

Provide the start and end time (include a.m. or p.m.) for each day of the week that the peddler unit will be serviced at the operational base:

Day of the Week	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Start Time	<input type="text"/>						
End Time	<input type="text"/>						

## AUTHORIZATION

Submitted by:

\_\_\_\_\_  
Signature of Individual, Partner or Agent of Corporation or LLC

\_\_\_\_\_  
Date

*Keep a copy of your up to date itinerary at all times at your operational base, on the unit, and on file with the City Clerk's Office. Selling food to the public on private property may require an occupancy permit from the Department of Neighborhood Services.*