
FOR IMMEDIATE RELEASE



FOR INFORMATION CALL

July 31, 2026

Ald. Peter Burgelis
(414) 286-3768

Ald. Lamont Westmoreland
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Milwaukee Leads: Ordinance imposes the maximum penalties permitted under Wisconsin law on businesses that sell intoxicating products to minors

The Milwaukee Common Council today (Friday, July 31) adopted legislation introduced by **Alderman Peter Burgelis** and co-sponsored by **Alderman Lamont Westmoreland**, establishing the toughest penalties allowed under Wisconsin law for businesses that illegally sell alcohol, tobacco, nicotine, or intoxicating cannabinoid products to underage individuals. The file was also co-sponsored by Alderwoman Marina Dimitrijevic, Alderwoman Sharlen Moore, Alderwoman Milele A. Coggs, Alderman Russell W. Stamper, II, Alderman Mark Chambers, Jr., Alderman José G. Pérez, Alderwoman Larresa Taylor, Alderman DiAndre Jackson, and Alderwoman Andrea M. Pratt.

The ordinance raises Milwaukee's forfeitures to the maximum amount permitted under state law, strengthening enforcement against retailers who violate age restrictions. It builds on last year's Common Council action prohibiting the sale of intoxicating hemp-derived THC products to anyone under the age of 21.

"Businesses that sell intoxicating products to children are choosing profits over our kids. That is unacceptable. Today, Milwaukee made it clear that those who break the law will face the strongest penalties Wisconsin allows. If you're willing to put children at risk, you should expect the maximum consequences," said Alderman Burgelis.

Alderman Westmoreland added, "Our youth deserve adults who protect them, not ones who exploit them. Milwaukee is imposing the toughest penalties allowable under state law, but frankly, they should be even tougher. It is time for state lawmakers to strengthen the law so that anyone who profits from putting children at risk pays a much steeper price."

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Increased Penalties for Sales of Intoxicating Substances to Minors/ADD ONE

The sponsors thanked their Common Council colleagues for supporting the ordinance and reaffirming their commitment to protecting Milwaukee's children through strong enforcement and responsible retail practices.

The ordinance now heads to Mayor Cavalier Johnson for his signature.

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