



License Information Sheet

Form
ALC-info

Alcohol Beverage Business Licenses



Varies

See p. 3



1 Year

License Term



Ch. 90

Code Reference

Milwaukee.gov/ordinances

Who Needs a License?



Yes

- A license is required for those who wish to sell, barter, or serve any intoxicating liquors or fermented malt beverages.



No

- Businesses licensed by the State of Wisconsin for the production, service, or sales of alcohol beverages.

Getting Started

- ☐ Review the License Quick-Start Guide
- ☐ Submit all of the following:
 - ☐ See p. 2-3 for application and granting requirements

Resources



*Want to learn more?
Visit our website!*

Milwaukee.gov/RedTapeRescue





Alcohol Beverage Establishment License Application Checklist

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1 Requirements

Fees*:

- ☐ Class "A" Malt: \$360
- ☐ Class "A" Liquor: \$510
- ☐ Class "A" Liquor and Malt: \$860
- ☐ Class "B" Beer: \$110
- ☐ Class "B" Tavern: \$610
- ☐ Class "B" Wine Only: \$510
- ☐ Class "C" Wine: \$110

*includes \$10 publication fee

I. Must be completed prior to scheduling before the Licenses Committee

- ☐ Submit a complete application at www.milwaukee.gov/lms, including a floor plan, state forms, and menu (if applicable)
- ☐ Pay \$10 publication Fee
- ☐ Post the Notice of Public Interest and return the Sworn Assurance of Posting to the License Division.
- ☐ Report for fingerprinting
- ☐ Police Department Interview, residency, CPTED
- ☐ License Division receives police report
- ☐ Contact alderperson's office/address neighborhood concerns

II. Approval/Denial

- ☐ Receive notice for an attend License Committee meeting (attendance required)
- ☐ Common Council meeting (attendance not required)

Requirements Continued

II. Complete anytime prior to issuance of the license

- ☐ Contact Health Department
- ☐ Contact [Neighborhood Services at the Development Center](#) to obtain an occupancy permit
- ☐ [State Seller's Permit](#)
- ☐ Corporation/LLC Register with the [Department of Financial Institutions](#)
- ☐ Non-profit organizations register with IRS
- ☐ Pay license fees
- ☐ Submit Responsible Beverage Server Course Certificate.

Notice of Public Interest

All applicants for new alcohol beverage retail establishment licenses are required to a post a Notice of Public Interest in a place easily viewable to members of the public from the outside of the proposed licensed premises.. The posting and maintaining of the notice shall be at the expense of the applicant. The Notice is required to be posted upon filing of the new application and shall remain posted until the application is recommended for granting or denial by the Licenses Committee, or withdrawn by the applicant.

Sworn Assurance of Posting

Immediately after properly posting the Notice of Public Interest, file with the License Division a Sworn Assurance confirming the posting.

Requirements Continued

Interview, Residency and CPTED

After all applicants have submitted fingerprints, the sole proprietor, partners, or the agent of the corporation or LLC will be contact by the Milwaukee Police Department License Investigation Unit for:

- ☐ A telephone interview
- ☐ Proof of residency
- ☐ Scheduling a Crime Prevention Through Environmental Design (CPTED) meeting to review your floor plan and plan of operation.

Responsible Beverage Server Course

Individual applicants, each partner or the agent if a corporation or LLC must successfully complete an approved Responsible Beverage Server Training. The server-training course does not need to be complete if one of the following are met:

1. Within the past 2 years, the applicants held a Class "A", or Class "B" Liquor license, or a class "B" manager's license in Wisconsin.
2. Within the part 2 years, the applicants held a Bartender's License in Wisconsin
3. Within the past 2 years you have already completed the course.



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Requirements Continued

Wisconsin Seller's Permit

A copy of your Wisconsin State Seller's Permit must be submitted to the License Division before your license can be issued.

Department of Financial Institutions

Proof that your registration has been filed and processed by the Department of Financial Institutions must be submitted to the License Division before your license can be issued.

Health Inspection

Health Department inspection of the premises must be made and any violations corrected. Contact the Health Department at (414) 286-8327 or send an email to CEHcoordinator@milwaukee.gov to schedule an inspection.

Retail Dealers—Tax & Trade Bureau

Federal law requires retail dealers to register with the Tax & Trade Bureau https://www.ttb.gov/public_info/5170-2a.htm

State Forms

Applicants must submit completed state forms (AB-100, 101, 200). The forms are provided by the License Division upon the submission of a complete Alcohol Beverage Retail business license application.

Large
Print

Upon request, this material is available in alternative formats for individuals with disabilities. Contact ADACoordinator@milwaukee.gov, (414) 286-3475 or TTY:



Granting of Licenses

Step 1. Notice of hearing sent to applicant

Notice is mailed to all applicants to appear before the Licenses Committee.

Step 2. Committee Recommendation Made

The Licenses Committee makes its recommendation to the Common Council, which will vote on the recommendation at the next scheduled meeting.

Step 3. Holds placed by other city departments

If all requirements for Departments of Health and Neighborhood Services are not met, holds will be placed on the issuance of the license.

Step 4. Common Council grants/denies license

Licenses are granted by the Common Council at regularly scheduled meetings (usually monthly). There are no meetings during August.

Step 5. License is issued after holds released

Applicants for whom licenses are granted by the Common Council can be issued on the date of granting if:

- All license fees are paid
- All holds from City departments are removed
- Responsible Beverage Serve Course requirements are met
- WI State Seller's Permit or clearance slip is submitted
- Proof that the corporation or LLC is registered with the WI DFI is submitted.

License expires 1 year from the date of issuance.

Additional Information

IRS Web Resources

Connect to your state's website for small business information at <https://www.irs.gov/>

Small Business Administration

The Small Business Planner includes information and resources that will help you at any stage of your business. <http://www.sba.gov/>

Social Security Administration (Business Services)

Obtain applications enabling organizations and authorized individuals to conduct business with the Social Security Administration (including filing W-2 forms electronically). <http://www.socialsecurity.gov/>

U.S. Department of Labor

Obtain information on Wages and Work Hours, Workplace Safety and Health, and Retirement and Health Benefits. <http://www.dol.gov/>

USDA – Office of Small & Disadvantaged Business Utilization

Provides maximum opportunities for small businesses to participate in USDA contracting activities <https://www.dm.usda.gov/osdbu/index.php>

Milwaukee Code of Ordinances Chapter 90

www.milwaukee.gov/ordinances

Wisconsin State Statutes Chapter 125

www.legis.state.wi.us/rsb/stats.html

Sales and Services Restrictions related to each type of Alcohol Beverage Establishment Licenses

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Type of Alcohol Beverage License	Type of Alcohol Beverages Permitted	Consumption on Premises, Restrictions	Sale for Off-Premises Consumption, Restrictions	Permitted Hours of Operation
Class "A" Malt	Beer, Fermented Malt Beverages	Not Permitted [2]	Quantities of no more than 4.5 gallons at any one time.	8 a.m. to 9 p.m.
Class "A" Liquor	Wine, Intoxicating Liquors	Not Permitted [2]	No restrictions on quantity sold	8 a.m. to 9 p.m.
Class "B" Beer [1]	Beer, Fermented Malt Beverages	By the glass or in an opened original container	Sales for off-premises between 8 a.m. and 9 p.m. only. No restrictions on quantity sold.	Sun.-Thurs.: 6 a.m. to 2 a.m. Fri.-Sat.: 6 a.m. to 2:30 a.m.
"Class B" Tavern [1]	Beer, Fermented Malt Beverages, Wine, Intoxicating Liquors	Intoxicating Liquor: By the glass only; bottle service not permitted. All other alcohol: by the glass or in an opened original container.	Sales for off-premises between 8 a.m. and 9 p.m. only. Intoxicating Liquor: Restricted quantities of no more than 4 liters at any one time, in original sealed containers only. Wine and beer in unlimited quantities.	Sun.-Thurs.: 6 a.m. to 2 a.m. Fri.-Sat.: 6 a.m. to 2:30 a.m.
Class "B" Wine State of Wisconsin Winery License holders only	Wine only [3]	By the glass or in an opened original container. Restricted quantities of no more than 1 bottle at any one time.	Sales for off-premises between 8 a.m. and 9 p.m. No restrictions on quantity sold.	Sun.-Thurs.: 6 a.m. to 2 a.m. Fri.-Sat.: 6 a.m. to 2:30 a.m.
Class "C" Wine	Wine only [3]	By the glass or in an opened original container. Restricted quantities of no more than 1 bottle at any one time.	Sales for off-premises between 8 a.m. and 9 p.m. No restrictions on quantity sold.	Sun.-Thurs.: 6 a.m. to 2 a.m. Fri.-Sat.: 6 a.m. to 2:30 a.m.

- [1] "Service Bar Only" Designation: Provides same privileges as a Class "B" Beer/Tavern, except all alcohol beverages shall be served only to employees who serve patrons seated at tables.
- [2] Class A establishments may provide up to 2 free taste samples of wine, fermented malt beverages, or apple/pear cider per day to any one person for consumption on the premises between the hours of 11 A.M. and 7 P.M. Sample size must be no more than 3 fluid ounces each. Class A establishments may provide no more than 1 free taste sample of intoxicating liquors other than wine per day to any one person for consumption on the premises between the hours of 11 A.M. and 7 P.M. Sample size must be no more than 0.5 fluid ounces each.
- [3] Wine shall mean products obtained from the normal alcohol fermentation of the juice or must of sound, ripe grapes, other fruits or other agricultural products, imitation wine, compounds sold as wine, vermouth, cider, perry, mead and sake, if such products contains 21% or more alcohol by volume.