



## 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)  
[www.milwaukee.gov/license](http://www.milwaukee.gov/license)

### Who needs a license?

A license is required of persons who sell food in the City of Milwaukee from a pushed, pedaled, pulled or motorized vehicle or from a carried container.

### Exemptions

- A peddler licensed by the State of Wisconsin or other Wisconsin Municipality
- A person/business 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 Food that does not require temperature control (includes chips, candy, nuts, cookies).
  - Sample size (2 oz. or less) food portions
  - Flour-based baked goods that do not require temperature control that are made in a residence and sold directly to consumers.

### License Period

Licenses expire 1 year from date of issuance.

### Fee

- \$305 Motorized (including food trucks and trailers towed by a motorized vehicle)
- \$275 Pushed, Pedaled or Pulled Unit
- \$185 Carried Container

### Forms Needed

- Business License Application
- Food Peddler Plan of Operation and Itinerary
- If based in Milwaukee, a Food Dealer – Shared Kitchen application
- If based outside of Milwaukee, a Food Dealer license from another Wisconsin municipality

### Apply for the license

In-person applicants can submit applications at the License Division between 8:15 a.m. & 12:00 p.m. or 1:30 p.m. & 4:00 p.m. Mon-Fri.

### Requirements

#### Fingerprints

See the Business License Information Sheet for instructions.

#### Health Inspection

At least 24 hours after filing your application, schedule an inspection by calling (414) 286-8327 or send an email to [cehcoordinator@milwaukee.gov](mailto:cehcoordinator@milwaukee.gov)

#### Service Base

Food peddlers must have a service base for cleaning/dishwashing, storage, and food preparation. A separate Food Dealer License is required for each food peddler at the service base, and is obtained from the municipality where it is located. The base must be a commercial kitchen.

#### Variance

Some peddler units serving prepackaged food may be eligible for a variance to operate without a service base. Ask your Milwaukee Health Department inspector for more information.

#### Ice Cream, Popsicles, or other Frozen Confections

Any individual selling these items must also obtain an Ice Cream Peddler License. A separate application is required.

### Signage

You must place a sign on at least two sides of the mobile unit. It can be printed on, or affixed to, the mobile unit. Signs must include the name of the business or person operating the mobile unit and the business telephone number.

### Hours of Operation

Food peddlers may operate during the following hours:  
 6:00 am to 3:00 am Sunday thru Thursday  
 6:00 am to 3:30 am Friday and Saturday

### Regulations

Milwaukee Code of Ordinances 68



## FOOD PEDDLER PLAN OF OPERATION

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 Address:

### 1. Mobile Unit Description

Mobile Unit Type:  Motorized Vehicle - includes a peddler truck, vehicle, or trailer that must be pulled by a motorized vehicle  
 Pushed, Pedaled, or Pulled Vehicle – does not require a motorized vehicle to move from site to site  
 Carried Container

Provide the following information:

Color \_\_\_\_\_ Length \_\_\_\_\_ ft Width \_\_\_\_\_ ft Height \_\_\_\_\_ ft

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

License Plate Number (if applicable) \_\_\_\_\_ VIN (if applicable) \_\_\_\_\_

### 2. Food Operations

What type of food items will be sold?

**Restaurant Items (meals):**

MEALS include, but are 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.

**Retail Items (snacks and beverages):**

RETAIL items include, but are not limited to, ice cream/soft serve, lemonade, snow cones, coffee, espresso, cappuccino, tea, fruit juice, smoothies, candy, dispensed soda, fruit cups, bakery, cookies, kettle corn, cotton candy, funnel cakes, fritters, tortilla chips w/ cheese.

All Applicants: Submit a menu or a list of food items sold.

Will food processing be done on the mobile unit?  No  Yes

Processing includes assembling, grinding, cutting, mixing, baking, coating, stuffing, packing, bottling, grilling, canning, extracting, fermenting, distilling, pickling, freezing, drying, smoking, or packaging

Will food that requires temperature control be sold?  No  Yes Foods requiring temperature control include dairy products such as milk, cheese, and ice cream, fish, shellfish, meat, poultry

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

Do you intend to sell ice cream, popsicles, or other frozen confections?  No  Yes

If yes, you must also obtain an Ice Cream Peddler License. Submit your Ice Cream Peddler License Application with this application. If anyone else will be operating the mobile unit, they must also obtain an Ice Cream Peddler License.

### 3. Service Base

Food peddlers must obtain a Food Dealer License for their service base. If you do not have a base, you must obtain a variance from the Health Dept.

**Check one:**

- I will obtain a food dealer license for my service base located in the City of Milwaukee.  
 I will obtain a food dealer license for my service base located outside the city of Milwaukee in another WI municipality. I will submit copies of the base license and health inspection report completed within the previous 12 month period to the License Division.  
 I will contact the City of Milwaukee Health Department to apply for a variance.

### 4. Affirmation of Understanding – License Needed to Operate & Requirements

Read and initial each item confirming your understanding:

\_\_\_\_\_ Health Department inspection and approval is required before my license may be issued.

\_\_\_\_\_ A license must be issued for my service base or a variance obtained before my Food Peddler License may be issued.

\_\_\_\_\_ The license must be issued and posted on the mobile unit prior to operating

\_\_\_\_\_ A current Food Peddler Itinerary must be on file with the License Division and at the service base.

\_\_\_\_\_ I must keep a written log of all days I am at the service base, including the time I arrive and leave.

\_\_\_\_\_  
Signature of Sole Proprietor, Partner, or 20% or more Shareholder

\_\_\_\_\_  
Signature of Additional Partner

# FOOD PEDDLER ITINERARY

Business Name:

List all Vending Location Addresses	Check the Location Type	List the Days of the Week at this Location	Start Time (include am/pm)	End Time (include am/pm)
	<input type="checkbox"/> Public Way <input type="checkbox"/> Private Property <input type="checkbox"/> Event <input type="checkbox"/> Seasonal Market			
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## SIGNATURE(S)

I understand that any changes I wish to make must be reported to the City Clerk (License Division) on an updated Itinerary form before any changes can be implemented. I will keep a copy of my current Itinerary on my mobile until and at my service base all times.

I understand that failure to maintain a current itinerary with the City Clerk (License Division) may result in progressive enforcement action including citation and permit suspension and/or revocation.

\_\_\_\_\_  
Sole Proprietor, Partner, or 20% or more Shareholder

\_\_\_\_\_  
Additional Partner