

Table 1. Sales and Service Restrictions related to each type of Alcohol Beverage Establishment License

Type of Alcohol Beverage License	Type of Alcohol Beverages Permitted	Consumption on Premises, Restrictions	Sale for Off-Premises Consumption, Restrictions	Permitted Hours of Operation (Unless more restrictive hours are established under the plan of operation approved by the Common Council.)
Class "A" Malt	Beer, Fermented Malt Beverages	Not permitted [2]	Quantities of no more than 4.5 gallons at any one time Limitation of 4.5 gallons does not apply if a Class "A" Liquor license is also held for the same premises by the same entity.	8 a.m. to 9 p.m.
Class "A" Liquor	Wine, Intoxicating Liquors	Not permitted [2]	No restriction 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 restriction on quantity sold	Sun. – Thurs.: 6 a.m. to 2 a.m. Fri. – Sat.: 6 a.m. to 2:30 a.m. On January 1, premises holding Class "B" licenses are not required to close.
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. On January 1, premises holding Class "B" licenses are not required to close.
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 restriction 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 Food must account for 50% or more of gross receipts.	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. only. No restriction 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 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 contain 21% or more of alcohol by volume.