# 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
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 that does not hold a State of Wisconsin Mobile Food License.

Licenses expire 1 year from date of issuance.

## EXEMPTIONS (LICENSE NOT NEEDED)

- A person licensed by the State of Wisconsin as a Mobile Retail Establishment or Mobile Restaurant.
- 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.

## SERVICE BASE REQUIRED

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 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. The base license must be issued before the peddler license.

### Variance

Certain peddler units may be eligible for a variance to operate without a service base. Variances are obtained from the Health Department. For additional information, go to: http://city.milwaukee.gov/health/mobilefood.
Please note it may 30 days or more to obtain a variance.
The variance must be issued before the peddler license.

## APPLY FOR THE LICENSE

Submit this application if you will be operating the mobile unit only in the City of Milwaukee. If you plan to operate in other municipalities, do not submit this application. You need to contact the State of Wisconsin at (608) 224-4923 to obtain a Mobile Food License.

New applications can be filed between 8:15 a.m. & 12:00 p.m. or 1:30 p.m. & 4:00 p.m. Mon-Fri at the License Division.

**Submit a complete application, which includes all of the following:**

- Applicable Fee:
  - $350 Motorized (including food trucks and trailers towed by a motorized vehicle)
  - $315 Pushed, Pedaled or Pulled (does not require a motorized vehicle to move from site to site)
  - $185 Carried (a container that can be carried)
- Business License Application
- Food Peddler Plan of Operation
- Food Peddler Itinerary
- If your service base will be in the city of Milwaukee, a Food Dealer License Application for Shared Kitchen Users (including the $300 initial fee, plan of operation, and floor plan)

### Premises Address

The premises address listed on the Business License 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.

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

If you will be selling ice cream, popsicles, or other frozen confections, you must also obtain an Ice Cream Peddler License. Submit an 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.

## REQUIREMENTS

Before a license can be issued, the following must be on file in the License Division:

- Food Peddler License Application
- Ice Cream Peddler License Application (if applicable)
- Payment of all license fees
- Police background check
- Copy of Wisconsin Seller's Permit
- Corporations/LLCs: Proof of DFI registration
- Health Department notification of a passed 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 .
- One of the following:
  - An approved Food Dealer License Application (if service base is in the city of Milwaukee)
  - Copies of the Food Dealer License and a Health Inspection Report completed within the previous 12 month period (for a service base outside the City of Milwaukee)
  - Health Department notification that a variance has been obtained.

See the Business License Information sheet for detailed instructions.

## PERMIT STICKER AND SIGNAGE

Upon inspection, you will be issued a unique ID sticker specific to the mobile unit by the Health Department. The sticker must be directly adhered to the mobile unit and must be clearly visible.

You also need 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

## 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

## RULES & REGULATIONS

Review Chapter 68, Milwaukee Code of Ordinances online at www.milwaukee.gov/ordinances.

# 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 ▪ 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. Litter & Noise

**A.** Who will be operating the cart/vehicle? ☐ Licensee ☐ Employees

**B.** How will the area around the cart/vehicle be kept clean? ☐ Sweep ☐ Pick Up litter ☐ Garbage Cans ☐ Other_____

**C.** How often will the area around the cart/vehicle be checked for litter? ☐ Hourly ☐ Daily/Nightly ☐ Other_____

**D.** Who will keep the area around the cart/vehicle clean? ☐ Licensee ☐ Employees ☐ Other_____

**E.** How will noise issues be addressed/prevented? ☐ By the cart operator ☐ Police will be called ☐ Other_____

**F.** How will disruptive behaviors to surrounding neighbors be addressed/prevented? ☐ By the cart operator ☐ Police will be called

☐ Other_____

## 4. 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 Milwauke 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.

## 5. 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 | Circle the Days of the Week at this Location | Start Time (include am/pm) | End Time (include am/pm) |
|---|---|---|---|---|
| | ☐ Public Way ☐ Private Property<br>☐ Event ☐ Seasonal Market | Sun Mon Tue Wed<br>Thu Fri Sat | | |
| | ☐ Public Way ☐ Private Property<br>☐ Event ☐ Seasonal Market | Sun Mon Tue Wed<br>Thu Fri Sat | | |
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| | ☐ Public Way ☐ Private Property<br>☐ Event ☐ Seasonal Market | Sun Mon Tue Wed<br>Thu Fri Sat | | |

**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