



Wine or Beer Walks

Alcohol Beverage Laws

Fact Sheet 3109

This fact sheet provides information about the licensing requirements for a wine or beer walk.

A "wine walk" or "beer walk" is a single-day event at which customers are served a glass of wine or beer at multiple locations (e.g., jewelry stores, art galleries, clothing boutiques, salons, furniture stores) during their shopping visits.

Wisconsin law authorizes a municipality to issue Temporary Class "B" (beer) licenses and Temporary "Class B" (wine only) licenses to a qualified organization, including a chamber of commerce or similar civic or trade organization organized under ch.181, Wis. Stats., to promote economic growth and opportunity within a local geographical area.

Wine Walk

A municipality may issue up to 20 Temporary "Class B" (wine only) licenses to a qualified organization for a wine walk for a specific date and time. The following requirements apply:

- The licenses must be issued to a single qualified organization that is the sponsor of the wine walk
- The licenses must be issued for the same date and time
- An admission fee must be charged for participation, and no additional fee can be charged for the wine
- A municipality may authorize the licensee to permit unaccompanied underage persons on the licensee's premises only if the underage person is acting as a designated driver and has been provided a means of identification, such as a wristband, by the licensee
- No person may serve wine after 9 p.m. on premises for which Temporary "Class B" (wine only) licenses are issued for a wine walk
- A qualified organization may receive Temporary "Class B" (wine only) licenses for up to two events during a 12-month period (multiple licenses issued for a wine walk are considered one event)
- A municipality may issue Temporary "Class B" (wine only) licenses for a total of up to two wine walks during a 12-month period
- A licensed premises, such as a restaurant or tavern, may participate in the wine walk but the sponsoring organization cannot be issued a temporary license for a premises that already holds a license

Beer Walk

A municipality may issue Temporary Class "B" (beer) licenses to a qualified organization for a beer walk for a specific date and time. The following requirements apply:

- The Temporary Class "B" (beer) licenses must be issued to a single qualified organization that is the sponsor of the beer walk
- The Temporary Class "B" (beer) licenses must be issued for the same date and time
- An admission fee must be charged for participation in the event and no additional fee can be charged for service of the beer
- Municipalities may authorize a Temporary Class "B" (beer) licensee to permit underage persons on the premises for which a beer license is issued
- No person may serve beer after 12 midnight on premises for which Temporary Class "B" (beer) licenses are issued for a beer walk
- There is no limit to the number of Temporary Class "B" (beer) licenses a municipality may issue to a qualified organization, or a limit on the number of Temporary Class "B" (beer) licenses that may be issued for beer walk events during a 12-month period

Additional Alcohol Beverage Licensing Requirements

Requirements that apply to other alcohol beverage licensees also apply to Temporary "Class B"/Class "B" licenses issued to chambers of commerce and similar organizations, including:

- Authorized operators, or those with privileges of an operator's authorization, must be present on the licensed premises to serve the wine/beer and/or supervise the service of wine/beer
- Temporary operator's licenses may be issued to persons employed by or donating their services to the qualified organization for the event
- Licensees must purchase all wine or beer from:
 - Liquor or beer wholesalers
 - Small cooperative wholesalers authorized to sell wine to retail licensees
 - Breweries/brewpubs authorized to self-distribute to retail licensees

Licensed Operators

Each premises on the wine or beer walk must have authorized operators or those with privileges of an operator's authorization present to serve or supervise the service of the wine or beer. Authorized operators are persons holding an operator's license or permit, often called a "bartender's license".

- Temporary operator's licenses may be issued to persons employed by or donating services to the qualified organization for the event
- A person may hold two temporary operator licenses per year
- An operator's license is valid **only** within the municipality where issued

License Applications

Applications for temporary licenses to hold a wine or beer walk should be submitted to the municipality by the qualified organization using the Application for Temporary Class "B" / "Class B" Retailer's License ([Form AB-220](#)). Either of the following methods may be used to submit an application:

- A list of each participating location, describing the premises
- A separate application for each of the multiple locations participating in the wine or beer walk

Questions?

If you are unable to find an answer to your question on the division's website, email, write, or call the division.

Website. . .	revenue.wi.gov/pages/AlcoholBeverage/home.aspx
Email. . .	DORAlcohol@wisconsin.gov
Write. . .	Division of Alcohol Beverages P.O. Box 8934 Madison, WI 53708-8934
Phone. . .	(608) 266-2526

Last updated February 24, 2026