



State of Wisconsin  
Department of Revenue

## Division of Alcohol Beverages

### Alcohol Beverage Carry-Ins

Alcohol Beverage Laws

Fact Sheet 3105

[revenue.wi.gov](http://revenue.wi.gov)

This fact sheet provides information about carrying in alcohol beverages on licensed and unlicensed premises.

#### Carry-Ins at Retail Licensed or Permitted Premises

Wisconsin law does not allow persons to bring their own alcohol beverages onto licensed or permitted premises. The only alcohol beverages allowed on these premises are those the licensee or permittee has produced under their permit or legally purchased from an authorized source, such as a permitted Wisconsin wholesaler. The licensee or permittee must keep invoices on the premises showing the alcohol beverages purchased from the wholesaler. Licensees or permittees may be prosecuted for allowing illegal consumption of alcohol beverages.

#### Carry-Ins at No-Sale Event Venue Permitted Premises

An establishment that holds a No-Sale Event Venue Permit is uniquely able to allow carry-ins of fermented malt beverage and wine per sec. [125.24](#) Wis. Stats. However, these permittees may not allow any person to possess distilled spirits on the event venue property when being used by a renter or lessee. Renters/lessees or guests may bring their own fermented malt beverages and wine to the event venue and serve it to guests for consumption without charge. If the renter/lessee of a No-Sale Event Venue Permittee chooses to contract with a caterer to provide their alcohol beverages, carry-ins by the renter/lessee or guests are prohibited. See [Fact Sheet 3122](#), *No-Sale Event Venue Permits*, for additional information on these permits.

#### Carry-Ins at Unlicensed or Unpermitted Venues

Consumption of alcohol beverages in an unlicensed or unpermitted public place is prohibited (certain exceptions apply). The venue's owner, lessee, or person in charge may be prosecuted for allowing the illegal consumption of alcohol beverages without holding the appropriate license or permit. Effective January 1, 2026, any venue held out to the public for rent for events or social gatherings is considered a public place under sec. [125.09\(1\)](#), Wis. Stats.

#### Golf Courses

Wisconsin law does not allow persons to bring alcohol beverages for consumption at a golf course, regardless of whether the golf course has a retail alcohol beverage license or permit. Different laws may apply to golf courses owned by counties or municipalities. Golf course owners may be prosecuted for allowing illegal consumption of alcohol beverages at the golf course.

## Public Parks

Wisconsin law does not prohibit individuals from bringing and consuming alcohol beverages at municipal properties or county-owned buildings and parks. However, some municipalities or counties may prohibit such activities. Check with your municipality or county as to whether it has enacted ordinances restricting these activities.

## Questions?

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

<b>Website. . .</b>	<a href="http://revenue.wi.gov/pages/AlcoholBeverage/home.aspx">revenue.wi.gov/pages/AlcoholBeverage/home.aspx</a>
<b>Email. . .</b>	<a href="mailto:DORAlcohol@wisconsin.gov">DORAlcohol@wisconsin.gov</a>
<b>Write. . .</b>	Division of Alcohol Beverages P.O. Box 8934 Madison, WI 53708-8934
<b>Phone. . .</b>	(608) 266-2526

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