



State of Wisconsin
Department of Revenue

Division of Alcohol Beverages

Licenses for Retail Sale of Alcohol Beverages

Alcohol Beverage Laws

Fact Sheet 3101

revenue.wi.gov

This fact sheet provides information about licenses required for the retail sale of alcohol beverages in Wisconsin. Licenses are granted by municipalities (cities, villages, or towns).

Class A Licenses (Liquor Stores, Grocery Stores, Convenience Stores)

Municipalities may issue a Class A license, which allows the retail sale of alcohol beverages in original packages for consumption **off the retailer's licensed premises**.

- **Class "A" License** – allows the retail sale of fermented malt beverages (beer)
- **"Class A" License** – allows the retail sale of intoxicating liquor (distilled spirits and wine, including alcoholic cider)

Class B Licenses (Taverns, Restaurants, Hotels, Resorts)

Municipalities may issue a Class B license, which allows the retail sale of alcohol beverages for consumption **on or off the retailer's licensed premises**, as follows:

- **Class "B" License** – allows the retail sale of fermented malt beverages (beer) for consumption on or off the licensed premises
- **"Class B" License** – allows the retail sale of intoxicating liquor (distilled spirits and wine, including alcoholic cider) for consumption on the licensed premises

Note: A municipality may also allow "Class B" licensees to make retail sales of intoxicating liquor for consumption off the licensed premises. Check with your municipality to see if this is allowed.

Temporary Class B Licenses

Municipalities may issue temporary Class "B" (beer) licenses and temporary "Class B" (wine) licenses for the retail sale of alcohol beverages at a picnic or similar gathering of limited duration. Temporary licenses may only be issued to the following qualified organizations:

- Bona fide clubs
- State, county, or local fair associations or agricultural societies
- Churches, lodges, or societies that have been in existence for at least six months prior to the date of application
- Posts of veterans organizations
- Chambers of commerce or similar civic or trade organizations organized under ch. 181, Wis. Stats.

Class C Licenses

Municipalities may issue a "Class C" license, which allows the retail sale of wine by the glass or in an opened original container for consumption on the licensed premises.

Questions?

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

Website. . .	revenue.wi.gov/pages/AlcoholBeverage/home.aspx
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