

Alcohol Beverage Licenses

License Type	Annual Fee	Description
Retail "Class A" Intoxicating Liquor License	\$500.00	Allows retail sale of intoxicating liquors only in original packages or containers for consumption off the premises. Examples: liquor stores and grocery stores with full liquor sale sections.
Retail "Class B" Intoxicating Liquor License	\$500.00	Allows retail sale of intoxicating liquors for consumption by the glass only on the premises. Also, allows retail sale of intoxicating liquors in the original package or container for consumption off the premises. Multiples must not exceed four liters at any one time. Wine may be sold in the original package or otherwise in any other quantity to be consumed off the premises. Examples: taverns and restaurants with full alcohol service.
Reserve "Class B" Intoxicating Liquor License Additional one-time fee of \$10,000.00 required.	\$500.00	Under Wis. Stats. § 125.51(4)(br), any Retail "Class B" Intoxicating Liquor License that was not granted or issued by the village on or before December 1, 1997 is a Reserve "Class B" Intoxicating Liquor License. The Reserve License is the same as the regular license except that those applying for such a license are required to pay an additional one-time issuance fee of \$10,000.00 and a 21-Day fund verification period. This requirement is waived for a bona fide club or lodge that has been situated and incorporated in the state for at least six years. To help mitigate the additional cost of the Reserve "Class B" Intoxicating Liquor License, an economic development grant of \$10,000 is available for those license holders who consistently operate in compliance with the standards of the license. Compliance to license operating standards is determined by the Village Clerk.
Retail "Class C" License	\$500.00	Allows the retail sale of wine by the glass or in an open original container for consumption on the premises where sold.
Retail Class "A" Beer License	\$20.00	Allows retail sale of fermented malt beverages (beer) in original containers only, for consumption off the premises. Examples: grocery or convenience stores.
Retail Class "B" Beer License	\$100.00	Allows retail sale of fermented malt beverages (beer) and other beverages containing less than one-half of one percent of alcohol by volume to be consumed on or off the premises. Examples: restaurants and "beer bars."
Special or Temporary Class "B"/"Class B" Picnic License Valid only for dates specified in the application.	\$10.00 Per Event	Allows retail sale of fermented malt beverages and wine coolers containing less than six percent alcohol by volume at a particular picnic, post meeting, fair or similar gathering. This license may only be issued to bona fide clubs, state, county or local fairs, associations or agricultural societies, churches, lodges or societies that have been in existence for six months prior to the date of application. Groups meeting the qualifications for this license may only receive two licenses during any 12-month period.
Wholesaler's License	\$25.00	Allows the sale of fermented malt beverages only in original packages or containers to dealers. No consumption on the premises is allowed.