State of Wisconsin
Department of Revenue
Division of Alcohol Beverages

Alcohol Beverage Service and Sales at Unlicensed Retail Establishments, Including Salons, Spas, and Barbershops

Alcohol Beverage Laws
Fact Sheet 3107 **revenue.wi.gov**

This fact sheet provides information about serving alcohol beverages at unlicensed retail establishments where other business activities are conducted, such as nail and hair salons, spas, barbershops, bridal shops, and similar establishments.

Consumption of Alcohol Beverages

Alcohol beverages may **not** be offered for consumption at unlicensed retail establishments open to the public.

Class B Retail Alcohol Beverage Licenses May Not Be Granted

Salons, spas, barbershops, bridal shops and similar establishments cannot obtain Class "B" or "Class B" retail alcohol beverage licenses for on premises consumption of beer, wine, champagne, and other types of intoxicating liquor. Class "B" and "Class B" retail alcohol beverage licenses may only be issued to taverns and certain other businesses, such as hotels and restaurants (sec. 125.32(3m), Wis. Stats.).

Samples of Alcohol Beverages Given to Customers

Although salons, spas, barbershops, bridal shops, and similar establishments cannot obtain a Class B retail alcohol beverage license, such establishments may, if approved by the municipality, obtain a Class A retail alcohol beverage license allowing limited samples of alcohol beverages for consumption on the premises.

- **Class "A" licensed premises** (a retail license authorizing off-premises consumption of fermented malt beverages - beer)
  - Samples must be provided free of charge.
  - Two samples of fermented malt beverages per person per day not to exceed three fluid ounces per sample.
  - Samples must be provided between the hours of 11 a.m. and 7 p.m.
  - Samples may not be provided to underage persons.
  - Fermented malt beverages provided as taste samples must be sold by a wholesaler and invoiced to the retailer.
  - Samples must be served by licensed operators (bartenders) or servers under the immediate supervision of a licensed operator, licensee, or agent of a retail corporation or LLC licensee.

- **"Class A" licensed premises** (a retail license authorizing off-premises consumption of intoxicating liquor, including wine and champagne)
  - Samples must be provided free of charge.
  - Two samples of wine per person per day not to exceed three fluid ounces per sample.
  - One sample of distilled spirits per person per day not to exceed one half ounce.
  - Samples must be provided between the hours of 11 a.m. and 7 p.m.
  - Samples may not be provided to underage persons.
  - Wine or spirits provided as taste samples must be sold by a wholesaler and invoiced to the retailer.
  - Samples must be served by licensed operators (bartenders) or servers under the immediate supervision of a licensed operator, the licensee, or an agent of a retail corporation or LLC licensee.

Note: Businesses should check with their insurance agent if they are planning to serve alcohol at their establishments. Businesses must also comply with all other laws and regulations applicable to holding a retail alcohol beverage license; see Publication 302, *Information for Wisconsin Alcohol Beverage Retailers*.

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
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