



State of Wisconsin
Department of Revenue

Division of Alcohol Beverages

Brewer's Permit

Alcohol Beverage Laws

Fact Sheet 3111

revenue.wi.gov

This fact sheet provides information about Wisconsin alcohol beverage laws relating to brewers' permits. A brewer is any person who manufactures fermented malt beverages for sale or transportation, except that a brewer does not include a brewpub permittee. No person may operate as a brewer unless they obtain a permit from the Division of Alcohol Beverages (DAB).

Allowed Activities

A brewer's permit authorizes the following activities (a complete list of authorized activities is in sec. [125.29\(3\)](#), Wis. Stats.):

- Manufacturing fermented malt beverages on the brewery premises.
- Bottling, packaging, possessing, and storing fermented malt beverages on the brewery premises.
- Selling, shipping, transporting, and delivering, in original unopened packages or containers, to wholesalers, from the brewery premises, fermented malt beverages that have been manufactured by the brewer.
- Selling, shipping, transporting, delivery, and receipt of fermented malt beverages, in bulk or in any state of packaging, that have been manufactured by the brewer to another brewer's permittee.
- Entering into production agreements with other producers, as provided under sec. [125.21](#), Wis. Stats.
- Making retail sales of fermented malt beverages that have been manufactured on the brewery premises or on another permitted premises controlled by the brewer to individuals at the brewery premises or, if qualified and authorized at an off-site retail outlet established by the brewer.
- Making full-service retail sales at the production premises and/or at an off-site retail outlet if certain production thresholds are met and authorized by the DAB.
- Providing free taste samples of fermented malt beverages on the brewery premises, at an authorized off-site retail outlet, or at full-service retail outlet authorized under the brewery permit by the DAB.
- Providing free taste samples of fermented malt beverages at a Class "A" or Class "B" beer licensee under specific circumstances. For more information on providing free taste samples, see [Fact Sheet 3106](#), *Alcohol Beverage Sampling*.
- Operating a restaurant at the brewery premises, at an authorized off-site retail outlet, or at a full-service retail outlet established by the brewer.

Sales to Retailers

A brewer may sell, ship, transport, and deliver fermented malt beverages directly from the brewery premises to retailers, only if all the following apply:

- The brewer manufactures 300,000 or less barrels of fermented malt beverages in a calendar year from all locations.
- The fermented malt beverages are in original, unopened packages or containers.
- The fermented malt beverages were manufactured on the brewery premises.
- The brewer complies with applicable requirements for fermented malt beverage wholesalers.
- The brewer does not sell a brand of fermented malt beverage to retailers in a location where the brewer has granted distribution rights to a fermented malt beverage wholesaler for that brand.

Interest Restrictions

Generally, a brewer cannot hold, or have any interest in, any wholesale permit or retail license or permit. In addition, a brewer generally may not provide anything of value to any campus or Class "B" beer licensee or permittee. Several exceptions exist to these general prohibitions. Additional brewer's permit restrictions and exceptions can be found in secs. [125.20](#), [125.28](#), [125.29](#), and [125.33](#), Wis. Stats.

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
Email. . .	DORAlcohol@wisconsin.gov
Write. . .	Division of Alcohol Beverages P.O. Box 8934 Madison, WI 53708-8934
Phone. . .	(608) 266-2526

Last updated November 7, 2024