

Alcohol Beverage License and
Permit Transfer Application

Date

Use this form to transfer a municipally-issued alcohol beverage retail license to a different person. Also use this form to transfer a retail license or a state-issued alcohol beverage permit to another physical location. Submit this form only to the issuing authority.

Transfer Type (<i>check one</i>) <input type="checkbox"/> Person-to-Person (no fee) <input type="checkbox"/> Place-to-Place (\$10 fee)		Fees	
Type of Authorization to transfer (<i>check one</i>) <input type="checkbox"/> Municipal Retail License <input type="checkbox"/> State Issued-Permit		Transfer Fees	\$
Name of License/Permit (e.g. "Class A" Liquor or Brewery)		Publication Fee	\$
Current License/Permit Number		Background Check	\$
		Total Fees	\$

Part A: Current Business Information

1. Legal Business Name (individual name if sole proprietor)			
2. Business Trade Name or DBA			
3. FEIN		4. Wisconsin Seller's Permit Number	
5. Entity Type (<i>check one</i>) <input type="checkbox"/> Sole Proprietor <input type="checkbox"/> Partnership <input type="checkbox"/> Limited Liability Company <input type="checkbox"/> Corporation <input type="checkbox"/> Nonprofit Organization			
6. Premises Address			
7. City		8. State	9. Zip Code
10. County		11. Governing Municipality <input type="checkbox"/> City <input type="checkbox"/> Town <input type="checkbox"/> Village of: _____	
12. Premises Phone	13. Premise Email		
14. Contact Person Name		15. Website	
16. Contact Person Phone	17. Contact Person Email		

Complete EITHER Part B OR Part C, based on the type of transfer you selected at the top of this form.

Part B: Transfer from Person-to-Person New Business Information

1. Reason for license transfer (<i>check one</i>) <input type="checkbox"/> Death <input type="checkbox"/> Disability <input type="checkbox"/> Foreclosure <input type="checkbox"/> Assignment to Creditor <input type="checkbox"/> Bankruptcy			
2. Legal Business Name of New Licensee (individual name if sole proprietorship)			
3. New Licensee Phone	4. New Licensee Email		
5. Has the new licensee completed AB-100? Submit a completed Form AB-100 with this form <input type="checkbox"/> Yes <input type="checkbox"/> No			
6. Has the new licensee completed AB-200? Submit a completed Form AB-200 with this form <input type="checkbox"/> Yes <input type="checkbox"/> No			

Continued →

Part C: Transfer from Place-to-Place New Premises Information

1. New Premises Address

2. City

3. State

4. Zip Code

5. New Premises Phone

6. Premise Email

7. New Premises Description - Describe the building or buildings and any outside areas where alcohol beverages are produced, sold, stored, or consumed, and where records are kept. Describe all rooms within the building, including living quarters. Authorized alcohol beverage activities may occur only on the premises described in this application. Attach a map or diagram and additional sheets if necessary.

Part D: Attestation

One of the following must sign and attest to this application:

• sole proprietor • one general partner of a partnership • one corporate officer • one member of an LLC

READ CAREFULLY BEFORE SIGNING: Under penalty of law, I have answered each of the above questions completely and truthfully. I agree that I am acting solely on behalf of the applicant business and not on behalf of any other individual or entity seeking the license or permit. I further understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.

Last Name

First Name

M.I.

Title

Email

Phone

Signature

Date

Part E: For Clerk Use Only

Date Application Was Filed With Clerk

License Number

Date License Granted

Date License Issued

Signature of Clerk/Deputy Clerk

Date

Form AB-102 Instructions

Alcohol Beverage License and Permit Transfer Application

When should I use Form AB-102?

Licenses

Under limited circumstances, a retail alcohol beverage license may be transferred from person-to-person or from place-to-place. If you meet either of the transfer criteria, use Form AB-102. If not, use form AB-200, *Alcohol Beverage License Application*.

Permits

Alcohol beverage permits may be transferred from place-to-place anywhere in Wisconsin. If the business is being sold to a new owner, the new owner must apply for the permit with the appropriate application. Permits may not be transferred from person-to-person.

What is a person-to-person license transfer?

Licenses

Retail alcohol beverage licenses may be transferred from one person to another if the original licensee dies, becomes disabled, the business goes bankrupt, or the licensee makes an assignment for the benefit of creditors.

A personal representative, surviving spouse, trustee, or receiver may sell the business after the license is transferred. Transferred licenses are valid until the expiration date of the license (usually June 30 of any year).

Alcohol beverage licenses may also be transferred in a foreclosure action if ordered by a court. The receiver may not operate under the license unless the court allows it. The transferred license is valid until the expiration date of the license. There is no fee for a person-to-person alcohol beverage license transfer.

Permits

Alcohol beverage permits may not be transferred from person-to-person. To indicate a change in ownership of a state-issued permit, the new owner must apply for the permit using the appropriate permit application form.

What is a place-to-place transfer?

Licenses

All retail alcohol beverage licenses, except reserve "Class B" licenses, can be transferred from place-to-place if the following criteria are met:

- The current and proposed premises are in the same municipality.
- The municipal governing body approves of the transfer.

Licensees may transfer a premises no more than once during the license year. Transferred licenses are valid only until the expiration date of the license (usually June 30 of any year). Place-to-place license transfers cost \$10.

Permits

All state issued alcohol beverage permits may be transferred from place-to-place within Wisconsin, upon approval by the Division of Alcohol Beverages. Complete and submit this form to the Division for consideration. Place-to-place permit transfers do not have a fee.

Who issues alcohol beverage licenses and permits?

Licenses

Municipal clerks of cities, villages, and towns issue alcohol beverage licenses after the governing body (city council, town or village board) grants the license.

Permits

The Division of Alcohol Beverages at the Wisconsin Department of Revenue issues alcohol beverage permits for producers (brewery, winery, manufacturer), distributors, and some retail (vessel, public facility) businesses.

Specific Instructions

Date

- Date the form in the format MM/DD/YYYY in the top right corner.

Transfer Type

- Check which type of transfer you are applying for.
- Check municipal license or state-issued permit to indicate what type of premises you are transferring.
- List the type and number of license or permit you wish to transfer.

Part A: Current Business Information

- Box 1: Enter the legal business name. If sole proprietor, enter the individual's first and last name.
- Box 2: Enter the trade name or "doing business as", if different than the name in box 1.
- Box 5: Check one entity type to indicate how the business is legally organized.

Part B: Transfer from Person-to-Person New Business Information

- Complete this section if you selected person-to-person in the transfer type section at the top of the form.

Note: Only licensees are allowed to initiate this type of transfer. Permittees should apply for their new permit using the appropriate state-issued permit application form.

- Box 1: Indicate the reason for the person-to-person transfer.
- Box 2: Enter the legal business name of the new entity. If a sole proprietor, enter the individual's first and last name.
- Box 3 and 4: Provide a phone number and email address for the new licensee.
- Box 5: Form AB-100 Alcohol Beverage Individual Questionnaire must be completed by the new licensee and submitted with this application.
- Box 6: Form AB-200 must be completed by the new licensee and submitted with this application.

Part C: Transfer from Place-to-Place New Premises Information

- Complete this section if you selected place-to-place in the transfer type section at the top of the form.
- All requests for "premises" information are requests for the physical location of the business and contact information to reach the business during open hours.

Box 7: Describe the premises in detail. Attach a floor plan if possible.

Example: The premises is located at 1234 Main St., Realtown, WI 12345 and includes only the first-floor bar room, dining room, kitchen, north storage room, and south office of the 5,000 square foot building.

Part D: Attestation

- Read the attestation carefully, then sign and date.

Part E: For Clerk Use Only

- "Date licensed granted" means the date the municipal governing body approved the license to be issued.
- "Date licensed issued" means the date the municipal governing body issued the license certificate document.

Assistance

This form is designed by the Department of Revenue for use by municipal governments. Reach out to your municipal clerk for assistance with the following:

- Submission of the retail license application and supplemental forms
- Availability and cost of certain licenses

If you are a state permittee, or have questions about alcohol beverage laws and regulations, you may contact the Department of Revenue using the contact information below.

Website: [DOR Alcohol Beverage \(wi.gov\)](http://DORAlcoholBeverage.wi.gov)

Write: DORAlcohol@wisconsin.gov

Call: (608) 266-2526