



Advisory: New and Renewal Alcohol Beverage Permit Fees are Increasing

December 17, 2024

Permit fees for all existing and new alcohol beverage permittees are increasing. 2023 Wisconsin Act 73, enacted on December 7, 2023, sets all alcohol beverage permit fees at \$500 per year unless otherwise established by the Division of Alcohol Beverages or state law.

The Division has set the following biennial permit fees by administrative rule. New applicants will pay these fees at the time of application. Existing permittees will pay these new fees at their first renewal after December 16, 2024.

Fees are set as follows:

Permit Type	Biennial Fee
1. Operator's Permit (s. 125.175 , Stats.)	\$200
2. Alcohol Beverage Warehouse (s. 125.19 , Stats.)	\$200
3. Common Carrier Permit (s. 125.22 , Stats.)	\$2,000
4. Fulfillment House Permit (s. 125.23 , Stats.)	\$200
5. Industrial Fermented Malt Beverages (s. 125.275 , Stats.)	\$200
6. Fermented Malt Beverage Wholesaler (s. 125.28 , Stats.)	\$4,000
7. Brewer (s. 125.29 , Stats.)	\$1,000
8. Brewpub (s. 125.295 , Stats.)	\$1,000
9. Out-of-State Shipper of Fermented Malt Beverages (s. 125.30 , Stats.)	\$1,000
10. Class "B" Sports Club (s. 125.27(1) , Stats.)	\$200
10a. Retail "Class B" Sports Club (s. 125.51(5)(a) , Stats.)	\$600
11. Retail "Class B" Airport/Public Facility (s. 125.51(5)(b) , Stats.)	\$600
12. Class "B" Vessel (s. 125.27(2) , Stats.)	\$200
12a. Retail "Class B" Vessel (s. 125.51(5)(c) , Stats.)	\$600
13. Class "B" Racetrack (s. 125.27(5) , Stats.)	\$100
13a. Retail "Class B" Racetrack (s. 125.51(5)(f) , Stats.)	\$300

14. Limited Manufacturer (s. 125.52(2) , Stats.)	\$1,000
15. Rectifier (s. 125.52 , Stats.)	\$1,000
16. Manufacturer (s. 125.52 , Stats.)	\$1,000
17. Winery (s. 125.53 , Stats.)	\$1,000
18. Direct Wine Shipper (s. 125.535 , Stats.)	\$200
19. Intoxicating Liquor Wholesaler (s. 125.54 , Stats.)	\$1,000
20. Sacramental Wine (s. 125.56 , Stats.)	\$0
21. Out-of-State Shipper of Intoxicating Liquor (s. 125.58 , Stats.)	\$1,000
22. Wholesale (Ethyl) Alcohol (s. 125.60 , Stats.)	\$200
23. Medicinal Alcohol (s. 125.61 , Stats.)	\$0
24. Industrial Alcohol (s. 125.62 , Stats.)	\$200
25. Industrial Wine (s. 125.63 , Stats.)	\$200
26. Intoxicating Liquor Salesperson (s. 125.65 , Stats.)	\$200

Emergency Rule EmR [2419](#) is available for public viewing on the state legislature's website.

Existing permittees will receive direct communication from the Division of Alcohol Beverages through My Tax Account about their specific permit fees.

Questions?

Contact the Bureau of Permitting, Reporting, and Legal Services at DORAlcoholPermits@wisconsin.gov or by calling (608) 266-2526.