



Common Questions | 2023 Wisconsin Act 73 Alcohol Beverage License Renewals

1. How does 2023 Wisconsin Act 73 affect municipal retail alcohol beverage licenses?

Municipal licenses will continue to require renewal by the local municipality on June 30 of each year (except for the City of Milwaukee, which has a rolling annual renewal period). Since the new law requires municipalities to collect additional information from applicants, DAB has created a new application form (Form AB-200), individual questionnaire (AB-100), and appointment of agent form (AB-101). New [alcohol beverage retail license forms](#) are found on the department's website. Since additional information is required from all applicants, those renewing and those applying for the first time, **all** applicants must fill out the entire application form and supplementary forms (AB-100, AB-101). DAB may create an abbreviated renewal form in the future. Licensees renewing their licenses with form AB-200 should still be treated as renewal applicants for procedural purposes.

2. Do renewal applicants using AB-200 need to also fill out AB-100 and AB-101, even though there were no changes from the previous license year?

Yes. The forms are designed for use together and any shortened renewal process will require an applicant to have Forms AB-100 and AB-101 on file as updated for license year 2024-2025.

3. If I received license applications using the old forms, do I need businesses to reapply using the new forms?

The Division recommends using the new forms for the upcoming licensing year (July 1, 2024 – June 30, 2025). The forms are designed to capture information that isn't on the old forms, as required by law.

4. What is the DFI Registration Number and where is this found?

Every corporation, limited partnership, limited liability partnership, and limited liability company must register with Wisconsin Department of Financial Institutions (DFI) to do business in Wisconsin. This number is assigned to the entity when it registers with DFI. It can be found using the Department of Financial Institution's [Corporate Records Search](#) and is listed as the "Entity ID".

5. What do I do if the DFI corporate records search indicates that the business entity status is administratively dissolved?

A registered business entity is required to file annual reports with DFI. If they fail to do so, the entity could be administratively dissolved until the reporting requirements are made current. This does not impact alcohol beverage licensing and you may continue to process the application as you would any other. However, you may want to bring this to the attention of the business so that they can correct the issue with DFI.

6. Does 2023 Wisconsin Act 73 change municipal licensing for producers of alcohol beverages?

Yes. Since the law provides additional full-service retail opportunities for producers (brewers, wineries, manufacturers, and rectifiers), they are no longer eligible for local alcohol beverage licenses. As a result, all existing retail licenses **for producers** expire on May 1, 2024 (the effective date of the new law) and cannot be renewed or re-issued. This includes the "Class B" Winery-Only License, which Act 73 eliminates.

7. What about brewpubs? Are they impacted by the change in municipal licensing for producers?

No, brewpubs are not impacted by the changes in Act 73 relating to municipal licensing. Continue to properly issue brewpub permittees Class "B" and "Class B" liquor licenses at the local level, as appropriate.

8. If producers no longer qualify for retail licenses, how do they get authority to sell alcohol beverages to consumers?

All producers will be authorized to sell products they make at their production premises, or in some cases at their previously licensed retail location, as part of their state-issued production permit. Depending on the production volume of alcohol beverages, producers can obtain approval for up to three off-site, full-service retail locations in addition to their production premises under the new law. These new approvals are **not** retail licenses. They are authorizations granted as part of their state-issued production permit. The off-site full-service retail locations also require municipal approval.

9. What are the changes to the "Class C" Wine license?

Effective May 1, 2024, "Class C" Wine licenses may be issued to any person otherwise qualified to hold an alcohol beverage retail license. The law no longer requires the licensee to be a restaurant.

10. If wineries lose their "Class B" Winery-Only license, does that mean municipalities have additional "Class B" liquor licenses available for another business?

No. "Class B" Winery-Only licenses were never subject to quota and were only available to wineries. *Example:* If Municipality A had five "Class B" licenses and one "Class B" Winery-Only license issued before the new law went into effect and was at quota as of May 1, 2024, Municipality A will have five "Class B" licenses issued and will remain at quota.

Old vs. New Forms Reference

OLD FORM	NEW FORM
AT-106, Original Alcohol Beverage License Application	AB-200, Alcohol Beverage License Application
AT-115, Renewal Alcohol Beverage License Application	AB-200, Alcohol Beverage License Application
AT-103/103a, Auxiliary Questionnaire	AB-100, Alcohol Beverage Individual Questionnaire
AT-104, Appointment of Agent	AB-101, Alcohol Beverage Appointment of Agent
AT-200, Appointment of Successor Agent	AB-101, Alcohol Beverage Appointment of Agent
AT-315, Temporary License Application	AB-220, Temporary Alcohol Beverage License Application
AT-108, Retail License Transfer - Person-to-Person	AB-102, Alcohol Beverage License and Permit Transfer Application
AT-112, Retail License Transfer - Place-to-Place	AB-102, Alcohol Beverage License and Permit Transfer Application
NEW FORMS	
AB-104a, Restricted Investor Affidavit - Restricted Individual	
AB-104b, Restricted Investor Affidavit - Restricted Entity	
AB-103, Marriage Affidavit	
AB-105 Producer Full-Service Retail Sales Application	

Applicable Laws and Rules

This document provides statements or interpretations of the following laws and regulations enacted as of May 1, 2024: Ch. 125, [Wis. Stats.](#) Laws enacted and in effect after this date, new administrative rules, and court decisions may change the interpretations in this document. Guidance issued prior to this date, that is contrary to the information in this document is superseded by this document, according to sec. 73.16(2)(a), Wis. Stats.

Contact Us

Division of Alcohol Beverages
 PO Box 8934
 Madison, WI 53708-8934
 Phone: (608) 264-4573
 Email: DORAlcohol@wisconsin.gov