



**GUIDELINES FOR CONVENIENCE STORE  
CLASS "A" FERMENTED MALT BEVERAGE LICENSE**

- Applications for Class "A" Licenses must completely fill out an application which include all the following forms:
  - [AB-200 Alcohol Beverage License Application](#)
  - [AB-100 Alcohol Beverage Individual Questionnaire](#)
  - [AB-101 Alcohol Beverage Appointment of Agent](#)
  
- Payment of \$250 license fee, plus a \$65 publication fee for a new license or \$22 for a renewal license, prior to beginning the approval process.
  
- In addition to above forms, please include a copy of the following with your application materials:
  - Copy of WI Seller's Permit Certificate
  - Copy of agent's Driver's License
  - Proof of agent completion of the Responsible Beverage Server Course within the past 2 years or held operator's license within the past 2 years. If agent is the same as last year, this item is not necessary
  
- A Class 2 Publication is required prior to Council action on all liquor licenses.
  
- The Public Services & Safety Committee and the Council must approve all Liquor License applications.
  
- A cashier selling alcoholic beverages must be at least 18 years of age, and at least one on-duty employee must possess a legal operator's license while alcohol is being sold, being also within sight of all alcohol sales transactions. [Beverage operating packet](#)
  
- The issuance of a special use permit from the Common Council for a specific address/location within the city is required.
  - [Special Use Permit Application](#). The application required the following criteria:
    - Application must include a detailed floor plan of the business, including the areas from which permitted alcohol products will be displayed.
    - Alcohol may only be displayed and sold from a lockable area such as a cooler, cage, or similar facility. No open floor display or sale from such will be permitted.
    - Total floor area allocated to alcohol sales shall be limited to no more than 10% of the total sales floor area of the store or 750 square feet, whichever is less.
    - The area from which alcohol is displayed and sold must be locked and inaccessible to the public between the hours of 9:00 PM and 8:00 AM, pursuant to Wis. Stats. § 125.32(3)(d).
    - There shall be no sale of single serve fermented malt beverages in bottles or cans of fewer than 60 ounces per container.

- Fermented malt beverages may only be sold in four-pack or greater collective quantities of 12 or more-ounce bottles or cans.
- Advertisement for alcohol products may not be displayed in any exterior location of the business (including upon, at or near gasoline or other fuel pump islands).
- Sales of fermented malt beverages in kegs, of any size, are not permitted.
- Given the “quick stop” and high-volume nature of retail customer business at convenience stores, tasting events (i.e. the sale or provision of taste samples of fermented malt beverages) are not permitted on any premises licensed hereunder.
- Any license issued hereunder shall be immediately forfeited and surrendered should the convenience store cease to sell and dispense gasoline or other motor fuels.
- Payment of \$500 application fee is required prior to beginning the approval process.
- The Plan Commission and the Council must approve all Special Use Permit applications.
- A class 2 publication, along with a public hearing, is required prior to Council action on all Special Use Permits.