

Form AB-200 Instructions

Alcohol Beverage License Application

Who needs an alcohol beverage license?

Any individual or entity that wants to sell alcohol beverages to consumers or allow consumption in a public place must get a retail alcohol beverage license.

Who issues alcohol beverage licenses?

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

Specific Instructions

License Period:

- Annual licenses expire June 30 each year, except licenses issued by the City of Milwaukee. Annual licenses issued by the City of Milwaukee also may be issued at any time throughout the year, but are valid for one year from the date of issuance.

Application Type:

- Select "Initial (New)" if this is the first time you are applying for an alcohol beverage license for this premises.
- Select "Renewal" if you are renewing an alcohol beverage license that was issued sometime in the past year.

License(s) Requested and Fees:

- Select the alcohol beverage license(s) you would like to apply for.
- Generally, you may apply for no more than two licenses for the same premises. Further, some license combinations are not acceptable, (e.g., "Class A" and a Class "B"). See [Publication 309](#), *Appendix B*, for more information about acceptable license combinations.
- For descriptions of each of the alcohol beverage licenses and their authorizations, see [Publication 302](#), *Information for Wisconsin Alcohol Beverage and Tobacco Retailers*, and [Fact Sheet 3101](#), *Licenses for Retail Sale of Alcohol Beverages*.
- License costs are determined by the municipality within a range set by state law. Ask your clerk how much the license, background check, and publishing fees in that municipality cost.
- License fees for licenses issued for less than one year must be prorated according to the number of months or fraction of months remaining in the licensing period.

Part A: Premises/Business Information

- Box 1: Enter the legal business name or individual name if a sole proprietor.
- Box 2: Enter the trade name or "doing business as" name, if different than the name in box 1.
- Box 3: Enter the Federal Employer Identification Number (FEIN) for the applicant business.
- Box 4: Seller's permits begin with the digits "456." For questions about obtaining a seller's permit, see [Seller's Permit Common Questions](#).
- Box 5: Check one entity type to indicate how the business is legally organized.
- Box 6: When the controlling members or managers of a limited liability company are other businesses, the real people controlling the licensee through a parent company must be evaluated to determine if they are eligible to hold an alcohol beverage license under state law. Evaluate the upstream ownership chain until the controlling members or managers are natural persons. Describe or illustrate the license applicant's ownership, including the legal entity names and persons associated with each entity. List all natural persons associated with this question in Form AB-200, *Appendix A*. Submit Form AB-100 for each person listed in Appendix A according to the instructions in Part C.
- Box 7-8: Provide the state and the date of organization of the legal entity.
- Box 9: If you selected "Corporation" or "LLC" in box 5, provide the Wisconsin Department of Financial Institutions Registration number. This number is assigned to the entity when it is registered with DFI. It can be located using the Department of Financial Institution's [Corporate Records Search](#). If your registration with DFI is not in good standing, that does not disqualify you from holding an alcohol beverage license under state law. It is one element a municipality may use to prove the legitimacy of your business. Sole proprietors, partnerships, and nonprofit organizations may not have this number. If you do not have a DFI Registration number, write N/A in the box.
- Boxes 10-19: All requests for "premises" information are requests for the physical location within the municipality and contact information to reach the business during open hours.

Completion and Submission of AB-200

- Submit the completed application to the clerk of the municipality in which you are applying for a license.
- License applications must be filed with the municipal clerk at least 15 days before they can be considered by the governing body, except licenses issued by municipalities within Milwaukee County. Governing bodies of municipalities within Milwaukee County establish their own period that applications must be filed with the municipal clerk.
- In addition to Form **AB-200**, include:
 - An accurate Form AB-100, *Alcohol Beverage Individual Questionnaire*, for all individuals listed in Appendix A
 - An accurate Form AB-101, *Alcohol Beverage Appointment of Agent*, for corporation, nonprofit organizations, and LLC applicants
 - License and publication fees as required by your municipality
 - All other information and documentation required by your municipality
 - Responsible beverage server training course completion certificate or other acceptable replacement document described in Part B, Question 4
 - Proof the applicant holds a seller's permit, such as a copy of the seller's permit document

Note: See Publication 206, Sales Tax Exemptions for Nonprofit Organizations, for information on when a nonprofit organization may be exempt from holding a seller's permit.

Note: You are required by federal law to register as an Alcohol Dealer with the federal Alcohol and Tobacco Tax and Trade Bureau (TTB) before beginning business. Use Form TTB F 5630.5d, Alcohol Dealer Registration, and return the form to the address listed on the instructions.

Open Records

This application is an open record under Wisconsin law (sec. 19.35, Wis. Stats.) and may be provided to the public. If this license is issued by your municipality, your municipality must report the license to the Division of Alcohol Beverages. The division publishes a list of alcohol beverage licensees reported by municipalities. The division will not disclose personal information such as residential addresses, home phone numbers, social security numbers, age, birth date, and place of birth of individuals, including partners, officers, directors, members, managers, and agents of corporations or LLCs.

Assistance

This form is designed by the Division of Alcohol Beverages for use by municipal governments. If you require assistance with this form, consider reaching out to your municipal clerk for assistance with the following:

- Submission of this application and associated forms
- Availability and cost of certain licenses

If you have questions about alcohol beverage laws and regulations, you may contact the Division of Alcohol Beverages using the contact information below.

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

Write: DORAlcohol@wisconsin.gov

Call: (608) 266-2526

Resources Provided by the Division of Alcohol Beverages

[License frequently asked questions](#)

[Publication 302 Information for Wisconsin Alcohol Beverage Retailers](#)

[Publication 309 Retail Alcohol Beverage Licensing Guide for Municipalities](#)

[Fact Sheet 3101 Licenses for Retail Sale of Alcohol Beverages](#)

[Fact Sheet 3103 Licensed or Permitted Premises Description](#)

[Fact Sheet 3116 Reserve "Class B" Liquor Licenses](#)

[Fact Sheet 3118 "Class B" Liquor License Quotas](#)

Form
AB-200

Alcohol Beverage License Application

For Municipal Use Only
Municipality Town of Rhine
License Period

Application Type (check one)

Initial (New) Renewal

License(s) Requested: (up to two boxes may be checked)	Fees	
<input type="checkbox"/> Class "A" Beer \$ _____	<input type="checkbox"/> Class "B" Beer \$ _____	License Fee(s) \$
<input type="checkbox"/> "Class A" Liquor \$ _____	<input type="checkbox"/> Regular "Class B" Liquor \$ _____	Background Check Fee \$
<input type="checkbox"/> "Class A" Liquor (cider only) \$ _____	<input type="checkbox"/> Reserve "Class B" Liquor \$ _____	Publication Fee \$
<input type="checkbox"/> "Class C" Liquor (wine only) \$ _____	<input type="checkbox"/> Above-Quota "Class B" Liquor \$ _____	Total Fees \$

Part A: Premises/Business Information

1. Legal Business Name (individual name if sole proprietorship)		
2. Business Trade Name or DBA		
3. FEIN	4. Wisconsin Seller's Permit Number	
5. Entity Type (check one) <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. If the applicant business is an LLC, are the controlling members other LLCs or corporations? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, the members, managers, officers and directors of those business entities must be listed in Part C and provide a Form AB-100.		
7. State of Organization	8. Date of Organization	9. Wisconsin DFI Registration Number
10. Premises Address		
11. City	12. State	13. Zip Code
14. County	15. Governing Municipality: <input type="checkbox"/> City <input type="checkbox"/> Town <input type="checkbox"/> Village of: _____	16. Aldermanic District
17. Premises Phone	18. Premises Email	19. Website
20. Premises Description Initial (New Applicants Only): Describe the building or buildings where alcohol beverages are produced, sold, stored, or consumed, and related records are kept. Describe all rooms within the building, including living quarters. Authorized alcohol beverage activities and storage of records may occur only on the premises described in this application. Attach a map or diagram and additional sheets if necessary. Renewal Applicants Only: I am renewing a license and by checking the box following this statement, I affirm that I have reviewed the last issued license certificate and the premises description remains the same. <input type="checkbox"/>		
21. Mailing Address (if different from premises address)		
22. City	23. State	24. Zip Code

Part B: Questions

1. Has the business (sole proprietorship, partnership, limited liability company, or corporation) been convicted of violating federal or state laws or local ordinances? Exclude traffic offenses unless related to alcohol beverages. Yes No
If yes, list the details of violation below. Attach additional sheets if necessary.

Law/Ordinance Violated	Location	Trial Date
Penalty Imposed		Was sentence completed? <input type="checkbox"/> Yes <input type="checkbox"/> No
Law/Ordinance Violated	Location	Trial Date
Penalty Imposed		Was sentence completed? <input type="checkbox"/> Yes <input type="checkbox"/> No

Form AB-100 Instructions

Alcohol Beverage Individual Questionnaire

Who must complete Form AB-100?

All persons involved in the applicant business who are sole proprietors, partners of a partnership, officers, directors, members, managers, or agents must complete and submit Form AB-100. These persons are identified in Form AB-101, *Alcohol Beverage Appointment of Agent*, and Form AB-200, *Alcohol Beverage License Application*, or Form AB-220, *Temporary Alcohol Beverage License Application*.

Where do I submit Form AB-100?

If applying for a retail alcohol beverage license, submit this form with Form AB-200, *Alcohol Beverage License Application*, or Form AB-220, *Temporary Alcohol Beverage License Application*, to the clerk of the municipality in which the applicant business is located.

To update the agent for an alcohol beverage license, submit this form with Form AB-101, *Alcohol Beverage Appointment of Agent*, to clerk of the municipality that issued the alcohol beverage license.

Specific Instructions

Date

- Date the form in the top right corner.

Part A: Business Information

- Box 1: Enter the legal business name. If sole proprietor, enter the individual's first and last name.
- Box 2: Enter the business trade name or "doing business as" name, if different than the name in box 1.
- Box 3: Check one entity type to indicate how the business is legally organized.

Note: This business information must match the information on any license application (Forms AB-200 or AB-220) or an existing license certificate.

Part B: Individual Information

- Provide all requested personal information.
- Box 4: Enter your title or describe your relationship to the business. Examples: President, Treasurer, Director, Chief Financial Officer, Member, Partner, Agent, etc.

Part C: Address History

- Question 2: List in chronological order all residential addresses within the last five years starting with your most recent address.

Part D: Criminal History

- Question 1: Disclose any civil or criminal violations of law in any jurisdiction (federal, state, or local ordinance), and include detailed descriptions of any violations of law involving alcohol beverages (OWI, disorderly conduct, etc.).
- Question 2: Disclose any pending charges against you in any jurisdiction and include detailed descriptions of any charges involving alcohol beverages.

Note: Subject to the Wisconsin Fair Employment Law (Ch. 111, Wis. Stats.), persons with convictions or pending charges may, if those offenses are sufficiently relevant, be prohibited from holding alcohol beverage license and permits under sec. 125.04(5)(a)(1) Wis. Stats. See the Department of Revenue's [Permit Predetermination Common Questions](#) for offenses that may prevent someone from holding a license.

Part E: Attestation

- Read the attestation carefully, then sign and date.

Alcohol Beverage Individual Questionnaire

Date

All individuals involved in the alcohol beverage business must complete this form, including:

- sole proprietor
- all partners of a partnership
- all officers, directors, and agent of a corporation or nonprofit organization
- members and agent of a limited liability company

Your alcohol beverage application is not complete until all required Individual Questionnaires are submitted.

Part A: Business Information				
1. Legal Business Name (individual name if sole proprietor)				
2. Business Trade Name or DBA				
3. Entity Type (check one)				
<input type="checkbox"/> Sole Proprietor	<input type="checkbox"/> Partnership	<input type="checkbox"/> Limited Liability Company	<input type="checkbox"/> Corporation	<input type="checkbox"/> Nonprofit Organization

Part B: Individual Information				
1. Last Name		2. First Name		3. M.I.
4. Relationship to Business (Title)		5. Email		6. Phone
7. Home Address				
8. City		9. State	10. Zip Code	11. Date of Birth
12. Driver's License/State ID Number			13. Driver's License/State ID State of Issuance	

Part C: Address History				
1. Do you currently live in Wisconsin?				<input type="checkbox"/> Yes <input type="checkbox"/> No
If yes, provide the month and year when you permanently moved to Wisconsin				(MM/YYYY)
2. List in chronological order all of your addresses within the last 5 years . Attach additional sheets if necessary.				
Previous Address 1	City		State	Zip Code
Previous Address 2	City		State	Zip Code
Previous Address 3	City		State	Zip Code
Previous Address 4	City		State	Zip Code
Previous Address 5	City		State	Zip Code
3. List all states and counties you have lived in as an adult. Attach additional sheets if necessary.				
State	County	State	County	State
State	County	State	County	State

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Form AB-101 Instructions

Alcohol Beverage Appointment of Agent

Who must complete Form AB-101?

State law requires corporations and limited liability companies (LLCs) to appoint an agent that takes responsibility for the licensed or permitted premises.

Use this form to appoint an agent for a new premises or to appoint a successor agent when there is a change before the license or permit is up for renewal.

Where do I submit Form AB-101?

Submit Form AB-101 to the appropriate issuing authority, either the clerk of the municipality in which the business or organization is located, or the Division of Alcohol Beverages.

Form AB-101 may be submitted with a license or permit application or at any time to indicate there is a change in agent prior to the license or permit renewal period.

Specific Instructions

Date:

- Date the form in the top right corner.

Agent Type:

- Select original appointment if you are applying for your license or permit for the first time or are renewing a license or permit.
- Select successor agent if you are reporting a change of agent during the licensing or permitting period.

Part A: Business Information

- Box 1: Enter the legal business name. If a sole-proprietorship, 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 3: Check one entity type to indicate how the business is legally organized.

Note: This business information must match the information on the license or permit application.

- Box 4: Select which alcohol beverage authorization you hold or are applying for.
- Box 5: For appointment of a successor agent, enter your state permit number (15-digit Wisconsin Tax ID number) or municipal retail license number (if applicable) for which you are appointing a successor agent. If you do not have a municipal retail license number, provide any applicable identifier (e.g., store number or location).
- Box 6: For appointment of a successor agent, describe the reason for the change in agent.

Part B: Agent Information

- Provide all requested personal information.

Part C: Agent Questions

- Question 1: Wisconsin law requires all agents of corporations and LLCs to successfully complete a Wisconsin approved responsible beverage server (RBS) training course within the past two years unless:
 - The applicant is renewing a municipal alcohol beverage retail license, or
 - Within the past two years:
 - a. The applicant held a manager's or operator's (bartender) license.
 - b. The applicant held or was the agent of a corporation or LLC that held any municipally issued retail alcohol beverage license in Wisconsin.

Alcohol Beverage Appointment of Agent

Date

Agent Type <i>(check one)</i>	
<input type="checkbox"/> Original (no fee)	<input type="checkbox"/> Successor (\$10 fee for municipal licensees only)

Part A: Business Information	
1. Legal Business Name (individual name if sole proprietor)	
2. Business Trade Name or DBA	
3. Entity Type <i>(check one)</i>	
<input type="checkbox"/> Limited Liability Company <input type="checkbox"/> Corporation <input type="checkbox"/> Nonprofit Organization	
4. Alcohol Beverage Business Authorization <i>(check one)</i>	5. If successor agent, provide State Permit or Municipal Retail License Number
<input type="checkbox"/> Municipal Retail License <input type="checkbox"/> State Permit	
6. Describe the reason for appointing a successor agent, if successor is checked above.	

Part B: Agent Information			
1. Last Name	2. First Name	3. M.I.	
4. Email		5. Phone	
6. Home Address			
7. City	8. State	9. Zip Code	10. Date of Birth
11. Driver's License/State ID Number		12. Driver's License/State ID State of Issuance	

Part C: Agent Questions	
1. Have you satisfied the responsible beverage server training requirement? Submit proof of completion.	<input type="checkbox"/> Yes <input type="checkbox"/> No
2. Have you completed Form AB-100, <i>Alcohol Beverage Individual Questionnaire</i> (licensee) or Form AB-300, <i>Alcohol Beverage Personal Questionnaire</i> (permittee)?	<input type="checkbox"/> Yes <input type="checkbox"/> No
3. Have you been a Wisconsin resident for at least 90 continuous days? See instructions for exceptions.	<input type="checkbox"/> Yes <input type="checkbox"/> No

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