
Brewer's Permit

Alcohol Beverage Laws

Fact Sheet 3111

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This fact sheet provides information about Wisconsin alcohol beverage laws relating to brewers' permits. A brewer is any person who manufactures fermented malt beverages for sale or transportation, except that a brewer does not include a brewpub permittee. No person may operate as a brewer unless they obtain a permit from the department.

Allowed Activities

A brewer's permit authorizes the following activities (a complete list of authorized activities is in sec. [125.29\(3\)](#), Wis. Stats.):

- Manufacturing fermented malt beverages on the brewery premises
- Bottling, packaging, possessing, and storing fermented malt beverages on the brewery premises
- Selling, shipping, transporting, and delivering, in original unopened packages or containers, to wholesalers, from the brewery premises, fermented malt beverages that have been manufactured by the brewer
- Making retail sales of fermented malt beverages that have been manufactured on the brewery premises or on other permitted premises of the brewer to individuals at the brewery premises or an off-site retail outlet established by the brewer
- Making retail sales of fermented malt beverages that have been manufactured on another Wisconsin brewery premises if the fermented malt beverages are purchased by the brewer from a permitted fermented malt beverage wholesaler, or directly from the manufacturing brewer, if that brewer manufactures 300,000 or less barrels of beer in a calendar year
- Providing free taste samples of fermented malt beverages on the brewery premises, at an off-site retail outlet established by the brewer, or at a Class "A" beer licensee if the fermented malt beverages were purchased by the brewer from the Class "A" beer licensee
- Operating a restaurant at the brewery premises and at an off-site retail outlet established by the brewer

Sales to Retailers

A brewer may sell, ship, transport, and deliver fermented malt beverages directly from the brewery premises to retailers, only if all the following apply:

- The brewer manufactures 300,000 or less barrels of fermented malt beverages in a calendar year from all locations
- Fermented malt beverages are in original, unopened packages or containers
- Fermented malt beverages were manufactured on the brewery premises
- The brewer complies with applicable requirements for fermented malt beverage wholesalers

- The brewer does not sell a brand of fermented malt beverage to retailers in a location where the brewer has granted distribution rights to a fermented malt beverage wholesaler for that brand

Interest Restrictions

A brewer cannot hold a Class "A" beer license, a Class "B" beer license or permit, or a wholesaler's permit. In addition, a brewer may not provide any thing of value to any campus or Class "B" beer licensee or permittee, unless an exception applies. Additional brewer's permit restrictions and exceptions can be found in secs. [125.28](#), [125.29](#), [125.33](#), Wis. Stats., and in sec. Tax [7.23](#), Wis. Adm. Code.

Any Questions?

If you are unable to find an answer to your question about brewer's permits on the department's website, you may email, write, or call the department.

Visit our website: revenue.wi.gov

Email: DORAlcoholTobaccoEnforcement@wisconsin.gov

Write: Wisconsin Department of Revenue
Alcohol & Tobacco Enforcement
P.O. Box 8933
Madison, WI 53708-8933

Telephone: (608) 264-4573

Applicable Laws and Rules

This document provides statements or interpretations of the following laws and regulations enacted as of August 16, 2022: secs. 125.02, 125.04, 125.28, 125.29, and 125.33, [Wis. Stats.](#), and sec. Tax 7.23, [Wis. Adm. Code](#).

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.

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