

business can only do so

er garden, sidewalk café,  
or parking spot. The sale of alcohol beverages is only authorized through “face to face sale to  
consumers at the premises described in the retail license or permit.”<sup>iii</sup>

Three aspects of the sale are required for a retail alcohol beverage purchase to be legal in Wisconsin.  
They are the following<sup>iii</sup>:

1. The sale takes place face to face on licensed or permitted premises.
2. The purchaser is of legal drinking age (21 or older) and not intoxicated.
3. The seller is a licensed operator or is under the immediate supervision of a licensed operator.

Recently, lawmakers and alcohol retailers have greatly expanded alcohol availability. Those in public  
health or substance misuse prevention agree that increased access and availability of alcohol can  
contribute to excessive alcohol use.

Unfortunately, the last 5 years have seen increasing popularity of new ways of making alcohol more  
available to more people, more often. According to the Wisconsin Department

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e, even if an internet or telephone order is made in advance, the sale must take place face to r  
face at the time that the customer picks up the alcohol beverage at the retailer's licensed premises<sup>iv</sup>.  
Monitor whether and how age is checked and whether customer is asked to sign for the alcohol.

Curbside or parking lot delivery – This is a version of click and collect, where after parking space delivery if the municipi  
approved an expansion of their premises to include the desi

gnated parking spaces Curbside delivery is  
illegal if the municipality has not approved the park the

licensee or be under the immediate supervision of someone who has an operator's license. Some municipalities have ordinances detailing conditions for curbside or parking lot delivery. Monitor whether and how age is checked, whether customer is asked to sign for the alcohol, and where alcohol is placed in vehicle. Can check with municipal clerk whether parking spot is part of licensed premises.

Cocktail to go – Licensees with a "Class B" liquor license (bars, restaurants, taverns, etc.) may sell intoxicating liquor by the glass and not in the original package or container for consumption somewhere else (i.e. off premises) if the container has been sealed with a tamper evident seal before