



City of Waukesha
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Committee: O&L Committee	Date: 5/12/2025
Common Council Agenda Item Number: Click here to enter text.	Date: 5/20/2025
Submitted By: Brian Running	City Administrator Approval: Anthony W. Brown, City Administrator
Finance Department Review: Joseph P. Ciurro, Finance Director	City Attorney's Office Review: Brian Running, City Attorney
Subject: Approval of Full-Service Retail Permit Applications for Aspen Sky LLC, Raised Grain Brewing Company LLC, and Boehm & Hocking LLC.	

Details:

A new provision in Chapter 125 allows for breweries, wineries, and distilleries to serve their products as well as the products of other producers at "full-service retail" outlets. Previously, they could sell their products under their state-issued permits, but they were limited to one location at a time and could not sell other producers' products. The new "FSR" permits are still state-issued, but municipalities now have to sign off on them. Municipalities also have the option of adding some restrictions, such as location and the types of products being sold. These three applications are before you for City approval. They are for beverage service at Cutler Park for music events, and for samples and sales at the WDBA Farm Market. We do not recommend the imposition of additional restrictions on the permits.

Options & Alternatives:

No alternatives are recommended.

Financial Remarks:

There is no financial impact to the City.

Executive Recommendation:

We request a motion to approve and recommend the FSR applications to the Common Council for final approval and sign-off by the Clerk.