

# Retail Food License Application

**Submit Application with Fee to:**  
City of Madison Clerk’s Office  
210 Martin Luther King Jr. Blvd., Room 103, Madison, WI 53703

**OFFICE USE ONLY:** Record ID: LICFDD-\_\_\_\_\_

Make checks payable to: City of Madison Treasurer. License fees are non-refundable.

For questions, to get help completing this application in another language, or to contact a sanitarian, call Environmental Health at (608) 242-6515 or [LEAdmin@publichealthmdc.com](mailto:LEAdmin@publichealthmdc.com).

**All information is required.**

**A. PLAN REVIEW**

Plans showing facility layout with all equipment clearly labeled must be submitted to Environmental Health for approval for new or remodeled establishments.

Choose one:

☐ Plan review required – new construction or remodel  
Submit plans to: [LEAdmin@publichealthmdc.com](mailto:LEAdmin@publichealthmdc.com) or  
Public Health Madison & Dane County, Environmental Health  
2300 S. Park St., Room 2010, Madison, WI 53713

☐ No plan review – existing facility, no remodeling

**B. ESTABLISHMENT INFORMATION:**

TRADE NAME (DOING BUSINESS AS): \_\_\_\_\_

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STREET ADDRESS: \_\_\_\_\_

CITY, STATE, ZIP: \_\_\_\_\_

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MUNICIPALITY (VILLAGE/TOWN/CITY): \_\_\_\_\_

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WATER SUPPLY (CHECK ONE):  
☐ Public      ☐ Private

SEWAGE DISPOSAL (CHECK ONE):  
☐ Public      ☐ Private

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LOCAL CONTACT PERSON: \_\_\_\_\_

LOCAL CONTACT PHONE NUMBER:  
(     )       -

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LOCAL CONTACT EMAIL: \_\_\_\_\_

**C. LICENSE HOLDER INFORMATION**

ORGANIZATION LEGAL NAME (such as name of sole proprietor, partnership, LLC, LLP, or Inc.): \_\_\_\_\_

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MAILING ADDRESS: \_\_\_\_\_

CITY, STATE, ZIP: \_\_\_\_\_

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ORGANIZATION CONTACT PERSON: \_\_\_\_\_

ORGANIZATION CONTACT PHONE NUMBER:  
(     )       -

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ORGANIZATION CONTACT EMAIL: \_\_\_\_\_

## D. GENERAL INFORMATION

WI SELLER'S PERMIT NUMBER:

ESTIMATED OPENING DATE:

Copy of current seller's permit must accompany application at time of submission.

Health Department approval is required prior to opening.

## E. COMPLEXITY AND FEES

Food establishments are placed into complexity categories based on food safety risks, which combined with anticipated gross annual sales, determines the license type and license fee.

Check one:	License Fee
<input type="checkbox"/> Single micro market.	\$40.00
<input type="checkbox"/> 2 or more micro markets at the same location	\$60.00
<input type="checkbox"/> The majority (> 50%) of foods served are meals.*	Complete the "Retail Food - Serving Meals" assessment on pages 3-4 to determine fee. Do not complete pages 5-6.
<input type="checkbox"/> The majority (> 50%) of foods are not meals.*	Complete the "Retail Food - Not Serving Meals" assessment on pages 5-6 to determine fee. Do not complete pages 3-4.

\*A "meal" is defined in [ATCP 75.04\(21\)](#). If you are not sure if your menu items are meals, contact us at [LEAdmin@publichealthmdc.com](mailto:LEAdmin@publichealthmdc.com) or 608-242-6515 for assistance. After application, your sanitarian will review the menu to be sure your license is in the correct category.

## F. ATTESTATION AND SIGNATURE

All information requested on this application must be provided to obtain a retail food establishment license. Operating without a license is a violation of Wisconsin Law. If you have been operating without a license, you will be required to pay an operating without a license fee in addition to the new license fee. Licenses are not transferable between persons or locations. Licenses expire annually on June 30; unless issued on or after April 1, which will expire on June 30th of the following year. The license fee is not prorated for partial license years.

1. I, the undersigned, hereby make application for a retail food establishment license for the establishment described herein and certify the accuracy of that information. I further certify I am the owner of the described establishment, or a duly authorized representative, and may sign this license application on behalf of the owner(s) of the establishment, and I have read and understand all of the requirements of this license and will operate the establishment in compliance with those requirements. I understand that failure to provide accurate information or to comply with any provisions of the license may render it null and void and may result in enforcement action.
2. I, the undersigned, hereby consent to entry on the premises of the establishment by employees of Public Health Madison & Dane County at any reasonable time to inspect for compliance with applicable rules and regulations associated with the license. This consent is valid for the term of the license.

SIGNATURE – APPLICANT:

DATE SIGNED:

# Serving Meals Complexity Assessment

## For Retail Food

Please note: non-meal foods could be prepared, served, and sold at your establishment, but they are not the primary (greater than 50%) food activity.

- ☐ Serving ONLY pre-packaged\* time/temperature control (TCS) foods.  
\*Pre-packaged means individually wrapped, single food servings, which are packaged off-premises by a licensed processor, with the on premise activity limited to heating and serving.  
Example: whole frozen pizzas.

Complexity: Prepackaged TCS Meal  
**Go to page 4 to determine license fee.**

**If serving more than pre-packaged TCS meals, check all that apply below to determine complexity level:**

<input type="checkbox"/> Establishment has a self-service salad bar or food bar. Does not include condiments, bakery or toppings.	1
<input type="checkbox"/> Establishment processes fresh or frozen raw poultry, meat, seafood, or eggs.	1
<input type="checkbox"/> Establishment operates using a variance or HACCP plan.	1
<input type="checkbox"/> Establishment operates using a Bare Hand Contact or Time as a Public Health Control Plan.	1
<input type="checkbox"/> Establishment offers catering or preordered meals in bulk quantity for events.	1
<input type="checkbox"/> Establishment cold holds, hot holds, or reheats time/temperature control for safety (TCS) foods.	1
<input type="checkbox"/> Establishment does cooling of cooked or reheated time/temperature control for safety (TCS) foods.	1
<input type="checkbox"/> Establishment wholesales foods that requires refrigeration.	1
<input type="checkbox"/> Establishment chops, dices, mixes, slices, blanches, boils, cooks, packages, or assembles product.	1
<input type="checkbox"/> Establishment has an additional area(s), other than the main kitchen, where food preparation activities occur.	1
<input type="checkbox"/> Establishment prepares food specifically for a highly susceptible population, such as a nursing home or day care.	1
<input type="checkbox"/> Establishment has a customer seating capacity greater than 75, or has a drive-through window.	1

Total Points

**Check the box that matches your point total to determine complexity:**

- ☐ 0 – 2 = Simple
- ☐ 3 – 4 = Moderate
- ☐ 5 or more = Complex

Continue to page 4 to determine license fee.

# Serving Meals Fees

For Retail Food. License fees effective 4/1/2024. License fees are non-refundable.

Use the complexity level from page 3 and your anticipated gross annual food and drink sales to determine your new license fee. Gross sales includes all prepackaged and prepared food and beverages, but excludes alcohol sales.

Check the box next to your appropriate new license fee.

Gross Annual Food and Drink Sales	Complexity	Our Annual Fee	State Annual Fee	Pre-inspection Fee	New License Fee (Our fee + State fee + Pre-inspection fee)	
\$0 – \$10,000 <small>(sales &lt; \$200/week or \$800/month)</small>	Prepackaged TCS Meals	\$228.00	\$12.60	\$375.00	\$615.60	<input type="checkbox"/>
	Simple	\$228.00	\$27.60	\$375.00	\$630.60	<input type="checkbox"/>
	Moderate	\$228.00	\$39.60	\$375.00	\$642.60	<input type="checkbox"/>
	Complex	\$228.00	\$64.80	\$375.00	\$667.80	<input type="checkbox"/>
\$10,001 - \$100,000 <small>(sales between \$200-\$1,900/week or \$800 - \$8,300/month)</small>	Prepackaged TCS Meals	\$505.20	\$12.60	\$400.00	\$917.80	<input type="checkbox"/>
	Simple	\$505.20	\$27.60	\$400.00	\$932.80	<input type="checkbox"/>
	Moderate	\$505.20	\$39.60	\$400.00	\$944.80	<input type="checkbox"/>
	Complex	\$505.20	\$64.80	\$400.00	\$970.00	<input type="checkbox"/>
\$100,001 - \$250,000 <small>(sales between \$1,900 - \$4,800/week or \$8,300 - \$20,800/month)</small>	Prepackaged TCS Meals	\$649.20	\$12.60	\$450.00	\$1,111.80	<input type="checkbox"/>
	Simple	\$649.20	\$27.60	\$450.00	\$1,126.80	<input type="checkbox"/>
	Moderate	\$649.20	\$39.60	\$450.00	\$1,138.80	<input type="checkbox"/>
	Complex	\$649.20	\$64.80	\$450.00	\$1,164.00	<input type="checkbox"/>
\$250,001 - \$500,000 <small>(sales between \$4,800 - \$9,615/week or \$20,800 - \$41,667/month)</small>	Prepackaged TCS Meals	\$908.40	\$12.60	\$500.00	\$1,421.00	<input type="checkbox"/>
	Simple	\$908.40	\$27.60	\$500.00	\$1,436.00	<input type="checkbox"/>
	Moderate	\$908.40	\$39.60	\$500.00	\$1,448.00	<input type="checkbox"/>
	Complex	\$908.40	\$64.80	\$500.00	\$1,473.20	<input type="checkbox"/>
\$500,001 - \$1,000,000 <small>(sales between \$9,615 - \$19,231/week or \$41,667 - \$83,333/month)</small>	Prepackaged TCS Meals	\$932.40	\$12.60	\$600.00	\$1,545.00	<input type="checkbox"/>
	Simple	\$932.40	\$27.60	\$600.00	\$1,560.00	<input type="checkbox"/>
	Moderate	\$932.40	\$39.60	\$600.00	\$1,572.00	<input type="checkbox"/>
	Complex	\$932.40	\$64.80	\$600.00	\$1,597.20	<input type="checkbox"/>
\$1,000,001 - \$5,000,000 <small>(sales between \$19,231 - \$96,200/week or \$83,333 - \$416,700/month)</small>	Prepackaged TCS Meals	\$1,122.00	\$12.60	\$700.00	\$1,834.60	<input type="checkbox"/>
	Simple	\$1,122.00	\$ 27.60	\$700.00	\$1,849.60	<input type="checkbox"/>
	Moderate	\$1,122.00	\$39.60	\$700.00	\$1,861.60	<input type="checkbox"/>
	Complex	\$1,122.00	\$64.80	\$700.00	\$1,886.80	<input type="checkbox"/>
> \$5,000,000 <small>(sales &gt; \$96,200/week or \$416,700/month)</small>	Prepackaged TCS Meals	\$1,245.60	\$12.60	\$800.00	\$2,058.20	<input type="checkbox"/>
	Simple	\$1,245.60	\$27.60	\$800.00	\$2,073.20	<input type="checkbox"/>
	Moderate	\$1,245.60	\$39.60	\$800.00	\$2,085.20	<input type="checkbox"/>
	Complex	\$1,245.60	\$64.80	\$800.00	\$2,110.40	<input type="checkbox"/>

# Not Serving Meals Complexity Assessment

For Retail Food

Please note: meals could be prepared, served, and sold at your establishment, but they are not the primary (greater than 50%) food activity.

- ☐ Serving ONLY pre-packaged\* time/temperature control (TCS) foods.  
\*Pre-packaged means individually wrapped, single food servings, which are packaged off-premises by a licensed processor.
- Complexity: Prepackaged TCS Non-Meal  
**Go to page 6 to determine license fee.**

**If serving more than pre-packaged TCS foods, check all that apply below to determine complexity:**

<input type="checkbox"/> Establishment has a self-service salad bar or food bar. Does not include condiments, bakery or toppings.	1
<input type="checkbox"/> Establishment processes fresh or frozen raw poultry, meat, seafood, or eggs.	1
<input type="checkbox"/> Establishment operates using a variance or HACCP plan.	1
<input type="checkbox"/> Establishment operates using a Bare Hand Contact or Time as a Public Health Control Plan.	1
<input type="checkbox"/> Establishment offers catering or preordered meals in bulk quantity for events.	1
<input type="checkbox"/> Establishment cold holds, hot holds, or reheats time/temperature control for safety (TCS) foods.	1
<input type="checkbox"/> Establishment does cooling of cooked or reheated time/temperature control for safety (TCS) foods.	1
<input type="checkbox"/> Establishment wholesales foods that requires refrigeration.	1
<input type="checkbox"/> Establishment chops, dices, mixes, slices, blanches, boils, cooks, packages, or assembles product.	1
<input type="checkbox"/> Establishment has an additional area(s), other than the main kitchen, where food preparation activities occur.	1
<input type="checkbox"/> Establishment prepares food specifically for a highly susceptible population, such as a nursing home or day care.	1
<input type="checkbox"/> Establishment has a customer seating capacity greater than 75, or has a drive-through window.	1
<input type="checkbox"/> Annual gross food sales of < \$25,000.	0.25
<input type="checkbox"/> Annual gross food sales of \$25,001 - \$1,000,000.	0.5
<input type="checkbox"/> Annual gross food sales of \$1,000,001 - \$5,000,000	1
<input type="checkbox"/> Annual gross food sales of > \$5,000,000	2

Total Points

**Check the box that matches your point total to determine complexity:**

- ☐ **0 – 2.5 = Simple Non-TCS**  
(Final product does not need temperature control for safety)
- ☐ **0 – 2.5 = Simple TCS**  
(Final product needs temperature control for safety)
- ☐ **2.75 – 4.5 = Moderate**
- ☐ **Greater than 4.5 = Complex**

Continue to page 6 to determine license fee.

# Not Serving Meals Fees

For Retail Food. License fees effective 4/1/2024. License fees are non-refundable.

Use the complexity from page 5 and your anticipated gross annual food and drink sales to determine your new license fee.

Gross sales includes all prepackaged and prepared food and beverages, but excludes alcohol sales.

Check the box next to your appropriate new license fee.

Gross Annual Food and Drink Sales	Complexity	Our Annual Fee	State Annual Fee	Pre-inspection Fee	New License Fee (Our fee + State fee + Pre-Inspection fee)	
<b>\$0 – \$10,000</b> (sales < \$200/week or \$800/month)	Prepackaged TCS Non-Meal	\$228.00	\$5.40	\$375.00	\$608.40	<input type="checkbox"/>
	Simple Non-TCS	\$228.00	\$7.20	\$375.00	\$610.20	<input type="checkbox"/>
	Simple TCS	\$228.00	\$22.80	\$375.00	\$625.80	<input type="checkbox"/>
	Moderate	\$228.00	\$31.80	\$375.00	\$634.80	<input type="checkbox"/>
	Complex	\$228.00	\$82.20	\$375.00	\$685.20	<input type="checkbox"/>
<b>\$10,001 - \$100,000</b> (sales between \$200 - \$1,900/week or \$800 - \$8,300/month)	Prepackaged TCS Non-Meal	\$505.20	\$5.40	\$400.00	\$910.60	<input type="checkbox"/>
	Simple Non-TCS	\$505.20	\$7.20	\$400.00	\$912.40	<input type="checkbox"/>
	Simple TCS	\$505.20	\$22.80	\$400.00	\$928.00	<input type="checkbox"/>
	Moderate	\$505.20	\$31.80	\$400.00	\$937.00	<input type="checkbox"/>
	Complex	\$505.20	\$82.20	\$400.00	\$987.40	<input type="checkbox"/>
<b>\$100,001 - \$250,000</b> (sales between \$1,900 - \$4,800/week or \$8,300 - \$20,800/month)	Prepackaged TCS Non-Meal	\$649.20	\$5.40	\$450.00	\$1,104.60	<input type="checkbox"/>
	Simple Non-TCS	\$649.20	\$7.20	\$450.00	\$1,106.40	<input type="checkbox"/>
	Simple TCS	\$649.20	\$22.80	\$450.00	\$1,122.00	<input type="checkbox"/>
	Moderate	\$649.20	\$31.80	\$450.00	\$1,131.00	<input type="checkbox"/>
	Complex	\$649.20	\$82.20	\$450.00	\$1,181.40	<input type="checkbox"/>
<b>\$250,001 - \$500,000</b> (sales between \$4,800 - \$9,615/week or \$20,800 - \$41,667/month)	Prepackaged TCS Non-Meal	\$908.40	\$5.40	\$500.00	\$1,413.80	<input type="checkbox"/>
	Simple Non-TCS	\$908.40	\$7.20	\$500.00	\$1,415.60	<input type="checkbox"/>
	Simple TCS	\$908.40	\$22.80	\$500.00	\$1,431.20	<input type="checkbox"/>
	Moderate	\$908.40	\$31.80	\$500.00	\$1,440.20	<input type="checkbox"/>
	Complex	\$908.40	\$82.20	\$500.00	\$1,490.60	<input type="checkbox"/>
<b>\$500,001 - \$1,000,000</b> (sales between \$9,615 - \$19,231/week or \$41,667 - \$83,333/month)	Prepackaged TCS Non-Meal	\$932.40	\$5.40	\$600.00	\$1,537.80	<input type="checkbox"/>
	Simple Non-TCS	\$932.40	\$7.20	\$600.00	\$1,539.60	<input type="checkbox"/>
	Simple TCS	\$932.40	\$22.80	\$600.00	\$1,555.20	<input type="checkbox"/>
	Moderate	\$932.40	\$31.80	\$600.00	\$1,564.20	<input type="checkbox"/>
	Complex	\$932.40	\$82.20	\$600.00	\$1,614.60	<input type="checkbox"/>
<b>\$1,000,001 - \$5,000,000</b> (sales between \$19,231 - \$96,200/week or \$83,333 - \$416,700/month)	Prepackaged TCS Non-Meal	\$1,122.00	\$5.40	\$700.00	\$1,827.40	<input type="checkbox"/>
	Simple Non-TCS	\$1,122.00	\$7.20	\$700.00	\$1,829.20	<input type="checkbox"/>
	Simple TCS	\$1,122.00	\$22.80	\$700.00	\$1,844.80	<input type="checkbox"/>
	Moderate	\$1,122.00	\$31.80	\$700.00	\$1,853.80	<input type="checkbox"/>
	Complex	\$1,122.00	\$82.20	\$700.00	\$1,904.20	<input type="checkbox"/>
<b>&gt; \$5,000,000</b> (sales > \$96,200/week or \$416,700/month)	Prepackaged TCS Non-Meal	\$1,245.60	\$5.40	\$800.00	\$2,051.00	<input type="checkbox"/>
	Simple Non-TCS	\$1,245.60	\$7.20	\$800.00	\$2,052.80	<input type="checkbox"/>
	Simple TCS	\$1,245.60	\$22.80	\$800.00	\$2,068.40	<input type="checkbox"/>
	Moderate	\$1,245.60	\$31.80	\$800.00	\$2,077.40	<input type="checkbox"/>
	Complex	\$1,245.60	\$82.20	\$800.00	\$2,127.80	<input type="checkbox"/>