



Wisconsin Food Code

Fact Sheet



TRANSIENT RETAIL FOOD ESTABLISHMENT LICENSE INFORMATION

A transient retail food establishment is a **temporary retail food establishment** that operates at a fixed location:

- in conjunction with a special event and sells or serves food for a period of no more than 14 consecutive days
- in conjunction with an occasional sales promotion (not more than 12 days for non-meal sales and not more than three days for meal sales during any licensing year)

A special event is a Department of Agriculture, Trade and Consumer Protection recognized event that is sponsored, planned, organized, and publicly advertised by an organization. Examples include:

Organizations:

- Neighborhood Associations
- Religious Groups
- Cultural Groups
- Political Parties
- Churches
- Schools
- Sports Teams
- Fraternal Organizations

Events:

- Non-Profit Organizations
- Concerts
- Sporting events
- Trade Show
- Flea Market
- Farmers Market
- Public Exhibitions
- Fairs
- Carnival
- Circus
- Egg Sales Route
- Governmentally recognized celebrations based on specific calendar dates such as holidays
- Any other event approved by the Regulatory Authority

What is an occasional sales promotion?

Non-meal sales of not more than 12 days and meal sales of not more than three days during any licensing year, selling at the location of the sales promotion

Do I need a license?

YES, a Transient Retail Food Establishment License is required if selling food at a special event.

- A licensed Mobile Retail Food Establishment may also operate in conjunction with special events.
- A retail food establishment serving meals that is operated by a church; religious, fraternal, youth, or patriotic organization; service club; or civic organization, as defined under 26 USC 501 (c), that occasionally (not more than 12 days for non-meal food sales and not more than 3 days for meal food sales during any licensing year) prepares, serves, or sells meals to transients or the general public is exempt from licensing if the above criteria is met.

Do I need more than one license if I intend to operate at multiple events?

Transient Retail Food Establishment Licenses are recognized at special events throughout the State of Wisconsin. If traveling outside of the jurisdiction where your license was issued, all local jurisdictions reserve the right to inspect your unit and charge an inspection fee when you are operating within their boundaries. If you will be operating in multiple locations simultaneously, a license for each food stand is required.

Additional information:

[DATCP Food Code Fact Sheets](#)

[Wisconsin Legislature: Chapter ATCP 75](#)

[Wisconsin Legislature: Chapter ATCP 75 Appendix](#)

Note: this guidance pertains to retail food establishments only.

