

# Retail Food License Application

## Submit Application with Fee to:

Marathon County Health Department  
1000 Lake View Drive Suite 100  
Wausau, WI 54403

OFFICE USE ONLY: Record ID: \_\_\_\_\_

For questions, to get help completing this application in another language, or to contact a sanitarian, call Environmental Health at (715) 261-1900 or [Health@co.marathon.wi.us](mailto:Health@co.marathon.wi.us).

Make checks payable to: Marathon County Health Department. License fees are non-refundable.

Payments can be made with a credit/debit card at: <https://client.pointandpay.net/web/marathonhealthdept>

## 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: [Health@co.marathon.wi.us](mailto:Health@co.marathon.wi.us) or  
Marathon County Health Department, Environmental Health  
1000 Lake View Drive Suite 100 Wausau, WI 54403

No plan review – existing facility, no remodeling

### B. ESTABLISHMENT INFORMATION:

BUSINESS NAME:

STREET ADDRESS:

CITY, STATE, ZIP:

MUNICIPALITY (VILLAGE/TOWN/CITY):

WATER SUPPLY (CHECK ONE):

Public  Private

SEWAGE DISPOSAL (CHECK ONE):

Public  Private

LOCAL CONTACT PERSON:

LOCAL CONTACT PHONE NUMBER:

( ) -

LOCAL CONTACT EMAIL:

### C. LICENSE HOLDER INFORMATION

LICENSE HOLDER LEGAL NAME (such as name of sole proprietor, partnership, LLC, LLP, or Inc.):

MAILING ADDRESS:

CITY, STATE, ZIP:

CONTACT PERSON:

CONTACT PERSON PHONE NUMBER:

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LICENSE HOLDER EMAIL:

## D. 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.	\$44.80
<input type="checkbox"/> 2 or more micro markets at the same location	\$67.20
<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 [Health@co.marathon.wi.us](mailto:Health@co.marathon.wi.us) or 715-261-1900 for assistance. After application, your sanitarian will review the menu to be sure your license is in the correct category.

## E. VERIFICATION 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 equal to double the Annual Fee in addition to the 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 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 the Marathon County Health Department 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:

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# 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 1/1/2024.

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

Check the box next to your appropriate license fee.

Revenue Category	Risk Stratification	Annual Fee	State Reimbursement Fee	Pre-inspection (PI) Fee	License Fee (Annual + State + PI)	
<b>&lt;\$25,000</b> <small>(sales &lt; \$481/week or \$2,083/month)</small>	Prepackaged	\$378.30	\$12.60	\$390.90	\$781.80	<input type="checkbox"/>
	Simple	\$533.52	\$27.60	\$561.12	\$1,122.24	<input type="checkbox"/>
	Moderate	\$565.53	\$39.60	\$605.13	\$1,210.26	<input type="checkbox"/>
	Complex	\$576.20	\$64.80	\$641.00	\$1282.00	<input type="checkbox"/>
<b>\$25,001 - \$100,000</b> <small>(sales between \$481-\$1,923 /week or \$2,083-\$8,333/month)</small>	Prepackaged	\$593.49	\$12.60	\$606.09	\$1,212.18	<input type="checkbox"/>
	Simple	\$623.16	\$27.60	\$650.76	\$1,301.52	<input type="checkbox"/>
	Moderate	\$640.97	\$39.60	\$680.57	\$1,361.14	<input type="checkbox"/>
	Complex	\$646.90	\$64.80	\$711.70	\$1,423.40	<input type="checkbox"/>
<b>\$100,001 - \$250,000</b> <small>(sales between \$1,923 - \$4,808/week or \$8333 - \$20,8333/month)</small>	Prepackaged	\$685.01	\$12.60	\$697.61	\$1,395.22	<input type="checkbox"/>
	Simple	\$705.56	\$27.60	\$733.16	\$1,466.32	<input type="checkbox"/>
	Moderate	\$719.26	\$39.60	\$758.86	\$1,517.72	<input type="checkbox"/>
	Complex	\$739.82	\$64.80	\$804.62	\$1,609.24	<input type="checkbox"/>
<b>\$250,001 - \$500,000</b> <small>(sales between \$4808-\$9,615/week or \$20,8333-\$41667/month)</small>	Prepackaged	\$907.80	\$12.60	\$920.40	\$1,840.80	<input type="checkbox"/>
	Simple	\$935.03	\$27.60	\$962.63	\$1,925.26	<input type="checkbox"/>
	Moderate	\$953.19	\$39.60	\$992.79	\$1,985.58	<input type="checkbox"/>
	Complex	\$980.42	\$64.80	\$1,045.22	\$2,090.44	<input type="checkbox"/>
<b>\$500,001 - \$1,000,000</b> <small>(sales between \$9,615 - \$19,231/week or \$41,667 - \$83,3333/month)</small>	Prepackaged	\$1,000.00	\$12.60	\$1,012.60	\$2,025.20	<input type="checkbox"/>
	Simple	\$1,030.00	\$27.60	\$1,057.60	\$2,115.20	<input type="checkbox"/>
	Moderate	\$1,050.00	\$39.60	\$1,089.60	\$2,179.20	<input type="checkbox"/>
	Complex	\$1,080.00	\$64.80	\$1,144.80	\$2,289.60	<input type="checkbox"/>
<b>&gt;\$1,000,000</b> <small>(sales &gt;\$19,231/week or \$83,333-/month)</small>	Prepackaged	\$1,152.80	\$12.60	\$1,165.40	\$2,330.80	<input type="checkbox"/>
	Simple	\$1,210.44	\$27.60	\$1,238.04	\$2,476.08	<input type="checkbox"/>
	Moderate	\$1,245.02	\$39.60	\$1,284.62	\$2,569.24	<input type="checkbox"/>
	Complex	\$1,268.08	\$64.80	\$1,332.88	\$2,665.76	<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**     **0 – 2.5 = Simple TCS**     **2.75 – 4.5 = Moderate**     **Greater than 4.5 = Complex**  
(Final product does not need temperature control for safety)    (Final product needs temperature control for safety)

**Continue to page 6 to determine license fee.**

# Not Serving Meals Fees

For Retail Food. License fees effective 1/1/2023.

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.**

Revenue Category	Risk Stratification	Annual Fee	State Reimbursement Fee	Pre-inspection (PI) Fee	New License Fee (Annual + State + PI)	
<b>&lt;\$25,000</b> (sales < \$481/week or \$2,083/month)	Prepackaged TCS	\$100.00	\$5.40	\$105.40	\$210.80	<input type="checkbox"/>
	Simple Non-TCS	\$164.40	\$7.20	\$171.60	\$343.20	<input type="checkbox"/>
	Simple TCS	\$284.55	\$22.80	\$307.35	\$614.70	<input type="checkbox"/>
	Moderate	\$289.97	\$31.80	\$321.77	\$643.54	<input type="checkbox"/>
	Complex	\$292.68	\$82.20	\$374.88	\$749.76	<input type="checkbox"/>
<b>\$25,001 - \$100,000</b> (sales between \$481-\$1,923/week or \$2,083-\$8,333/month)	Prepackaged TCS	\$200.00	\$5.40	\$205.40	\$410.80	<input type="checkbox"/>
	Simple Non-TCS	\$325.20	\$7.20	\$332.40	\$664.80	<input type="checkbox"/>
	Simple TCS	\$450.10	\$22.80	\$472.90	\$945.80	<input type="checkbox"/>
	Moderate	\$514.40	\$31.80	\$546.20	\$1,092.40	<input type="checkbox"/>
	Complex	\$578.70	\$82.20	\$660.90	\$1,321.80	<input type="checkbox"/>
<b>\$100,001 - \$250,000</b> (sales between \$1,923 - \$4,808/week or \$8333 - \$20,833/month)	Prepackaged TCS	\$300.00	\$5.40	\$305.40	\$610.80	<input type="checkbox"/>
	Simple Non-TCS	\$379.40	\$7.20	\$386.60	\$773.20	<input type="checkbox"/>
	Simple TCS	\$655.86	\$22.80	\$678.66	\$1,357.32	<input type="checkbox"/>
	Moderate	\$668.72	\$31.80	\$700.52	\$1,401.04	<input type="checkbox"/>
	Complex	\$675.15	\$82.20	\$757.35	\$1,514.70	<input type="checkbox"/>
<b>\$250,001 - \$500,000</b> (sales between \$4808-\$9,615/week or \$20,833-\$41667/month)	Prepackaged TCS	\$400.00	\$5.40	\$405.40	\$810.80	<input type="checkbox"/>
	Simple Non-TCS	\$433.60	\$7.20	\$440.80	\$881.60	<input type="checkbox"/>
	Simple TCS	\$754.20	\$22.80	\$777.00	\$1,554.00	<input type="checkbox"/>
	Moderate	\$838.00	\$31.80	\$869.80	\$1,739.60	<input type="checkbox"/>
	Complex	\$854.76	\$82.20	\$936.96	\$1,873.92	<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	\$500.00	\$5.40	\$505.40	\$1,010.80	<input type="checkbox"/>
	Simple Non-TCS	\$460.70	\$7.20	\$467.90	\$935.80	<input type="checkbox"/>
	Simple TCS	\$871.52	\$22.80	\$894.32	\$1,788.64	<input type="checkbox"/>
	Moderate	\$888.28	\$31.80	\$920.08	\$1,840.16	<input type="checkbox"/>
	Complex	\$905.04	\$82.20	\$987.24	\$1,974.48	<input type="checkbox"/>
<b>\$1,000,001 - \$5,000,000</b> (sales between \$19,231-\$96,154/week or \$83,333 - \$416,667/month)	Prepackaged TCS	\$600.00	\$5.40	\$605.40	\$1,210.80	<input type="checkbox"/>
	Simple Non-TCS	\$514.90	\$7.20	\$522.10	\$1,044.20	<input type="checkbox"/>
	Simple TCS	\$1,126.08	\$22.80	\$1,148.88	\$2,297.76	<input type="checkbox"/>
	Moderate	\$1,324.80	\$31.80	\$1,356.60	\$2,713.20	<input type="checkbox"/>
	Complex	\$1,545.60	\$82.20	\$1,627.80	\$3,255.60	<input type="checkbox"/>
<b>&gt; \$5,000,000</b> (sales > \$96,154/week or \$416,667/month)	Prepackaged TCS	\$800.00	\$5.40	\$805.40	\$1,610.80	<input type="checkbox"/>
	Simple Non-TCS	\$650.40	\$7.20	\$657.60	\$1,315.20	<input type="checkbox"/>
	Simple TCS	\$1,624.00	\$22.80	\$1,646.80	\$3,293.60	<input type="checkbox"/>
	Moderate	\$1,705.20	\$31.80	\$1,737.00	\$3,474.00	<input type="checkbox"/>
	Complex	\$1,786.40	\$82.20	\$1,868.60	\$3,737.20	<input type="checkbox"/>