

Requirements for Juice at Retail

RETAIL LICENSES

Selling by the serving

- Fresh squeezed or pressed onsite, **untreated juice** sold by serving directly to the customer for immediate service does not require a warning label.

Selling packaged juice

- Fresh squeezed or pressed onsite, **untreated juice** packaged onsite must be labeled with a warning statement as listed in the Wisconsin Food Code.
- Fresh squeezed or pressed and packaged onsite, **treated juice** must achieve a 5-log reduction. A warning label would not be required. Disclosure of treatment method is recommended but not required.

Internal distribution

- Retail stores can internally distribute their own packaged juice, with a warning statement, to other retail locations under the same ownership.

Wholesale up to 25% of sales

- Any wholesale of juice would require FDA Juice HACCP and a 5-log reduction of all packaged wholesaled and retail juice made at the facility. A warning label would not be required. Disclosure of treatment method is recommended but not required.

LICENSE EXEMPTION FOR APPLE CIDER

A retail license is not required if:

- The grower presses their own apples and packages apple cider for sale directly to the consumer.
- Sales can be made at the farm or the farmers market. Untreated packaged apple cider must be labeled with the approved warning statement ([21 CFR 101.17](#)).
- Untreated apple cider sold by the order/serving directly to the customer does not require a warning label.

A license is required if:

- Processing apple cider with a 5-log reduction and not labeling it with a warning statement.
- Apples are processed offsite by a licensed food processor/co-packer and returned to the grower for sales. The grower is not selling a TCS food.
- The grower is engaged in other activities requiring a retail food license.

