

Will Cheek, III

PARTNER



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Will Cheek gets the liquor licenses you need to stock your bar or fire up your still. Restaurants, bars, hotels, entertainment venues, grocers and other retailers benefit from Will's insight, experience and enthusiasm with licensing and regulatory compliance issues for liquor, beer, catering and special event licensing throughout Tennessee. Will also counsels Tennessee craft distilleries and breweries, as well as national spirit producers and other suppliers operating in the state.

With a well-earned reputation as the go-to attorney for alcoholic beverage law in Tennessee, Will Cheek leads Waller's alcoholic beverage law team.

Will authors the firm's [Last Call blog](#) covering Tennessee alcohol, restaurant and hospitality news.

Will represents clients before the Tennessee Alcoholic Beverage Commission and local beer boards in licensing, enforcement actions and administrative hearings. Working in concert with Waller's Government Relations team, Will has extensive experience drafting state and local liquor legislation. Will also represents clients in state court actions challenging existing ordinances and statutes and regulations.

Will is also a trusted legal adviser to startup businesses and emerging companies in a wide range of industries. Serving as "on-call general counsel," he has played a critical role in the growth and success of mom-and-pop and closely held companies, ranging from Nashville-based Gigi's Cupcakes, the largest cupcake chain in the country, to Kraft CPAs, one of Tennessee's largest independent accounting firms.

EXPERIENCE

- **Nashville International Airport to serve alcoholic beverages before normal service hours**
Assisted the Nashville International Airport in conceptualizing, drafting, advocating and implementing new administrative rules that allows the airport to serve alcoholic beverages hours before normal alcohol service hours.
- **Retailer's new design gallery serves beer and wine throughout the facility**
Led the licensing efforts to allow the retailer to serve wine and beer to customers throughout its

design gallery.

- **Liquor licensing obtained for indoor luxury hotel water park**

Assisted Gaylord Opryland in obtaining liquor licensing for the four acre, \$90 million dollar indoor luxury water park at the hotel.

EDUCATION

- J.D., Vanderbilt University Law School, 1991
- B.A., Columbia University, 1986

COURT ADMISSIONS

- United States Supreme Court
- U.S. Court of Appeals for the Sixth Circuit
- U.S. Bankruptcy Court, Middle District of Tennessee
- U.S. District Court, Middle District of Tennessee

BAR ADMISSIONS

- Tennessee

RECOGNITIONS

Chambers USA

- Recognized Practitioner – Food & Beverages: Alcohol (Nationwide), 2019

The Best Lawyers in America® (BL Rankings)

- Food and Beverage Law, 2011-2020
- Nonprofit / Charities Law, 2013-2020

Nashville Business Journal

- Best of the Bar, 2019

Nashville Post

- InCharge, 2019

PROFESSIONAL INVOLVEMENT

- Member, National Conference of State Liquor Administrators

- Founding Member, Alliance of Alcohol Industry Attorneys and Consultants
- Member and Frequent Programming Co-Chair, Lawyers Association for Women
- Member, National Association of Alcoholic Beverage Licensing Attorneys
- Advisory Board Member and Legal Counsel, National Association of Licensing and Compliance Professionals
- Founding Angel Partner, The Entrepreneur Center
- Co-founder, Belmont University Center for Entrepreneurship Legal Clinic
- Member, Nashville and Tennessee Bar Associations
- Member, National Cannabis Bar Association

COMMUNITY INVOLVEMENT

- Member, Board of Directors, Tennessee State Fair Association
- Member, Board of Directors, Tennessee History for Kids
- Legal Counsel, Conexion Americas
- Founding Member, Family Council at Cheekwood
- Legal Counsel, Leadership Music
- Leadership Nashville, Class of 2007
- Legal Counsel, Nashville Originals
- Legal Counsel, Nashville Pride
- Former Chair and Commissioner, Metro Nashville Arts Commission
- Former Chair and Founding Member, Board of Directors; Current Legal Counsel, Belcourt Theatre
- Former Board of Directors Chair and Current Legal Counsel Center for Non-Profit Management
- Former Member, Board of Directors, Children's House of Nashville
- Former President, Board of Directors Community Resource Center

UP CLOSE

Will is a big fan of Walt Disney's mantra: "It's kind of fun to do the impossible."