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**WISCONSIN LEGISLATIVE COUNCIL  
ACT MEMO**

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**2013 Wisconsin Act 250**  
[2013 Senate Bill 453]

**Furnishing Intoxicating Liquor  
Taste Samples at Trade Shows**

Under **Wisconsin law**, a “Class B” retail license authorizes the retail sale of intoxicating liquor for consumption on the retail premises and, with some restrictions, the retail sale of intoxicating liquor in original packages for consumption off the retail premises. Wisconsin law also authorizes a manufacturer, rectifier, or wholesaler of intoxicating liquor to furnish taste samples, free of charge, on “Class B” licensed premises to attendees of a trade show, conference, convention, or business meeting held on the premises by a trade association of “Class B” retailers. **2013 Wisconsin Act 250** allows wineries to also provide taste samples at these trade association events.

*Effective date:* The Act took effect on April 10, 2014.

*Prepared by:* Michael Queensland, Staff Attorney

May 2, 2014

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This memo provides a brief description of the Act. For more detailed information, consult the text of the law and related legislative documents at the Legislature’s Web site at: <http://www.legis.wisconsin.gov>.