

1973 Senate Bill 730

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**CHAPTER 249, Laws of 1973**

AN ACT to create 176.01 (14) and 176.17 (7) of the statutes, relating to requiring wholesalers of intoxicating liquors and wine to purchase from the primary American source of supply.

*The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:*

SECTION 1. 176.01 (14) of the statutes is created to read:

176.01 (14) "Primary American source of supply" means the manufacturer, the rectifier, the owner of intoxicating liquor at the time it becomes a marketable product, the bottler or the exclusive agent of any such person who, if the product cannot be secured directly from the manufacturer by American wholesalers, is the source closest to the manufacturer in the channel of commerce from whom the product can be secured by American wholesalers, or who, if the product can be secured directly from the manufacturer by American wholesalers, is the manufacturer.

SECTION 2. 176.17 (7) of the statutes is created to read:

CHAPTER 249

754

176.17 (7) No wholesaler may purchase intoxicating liquor for resale unless he purchases it from the primary American source of supply for the brand of intoxicating liquor sought to be sold or from a wholesaler within this state who is licensed under this chapter. No wholesaler may sell intoxicating liquor purchased by him after the effective date of this act (1973) to any other licensee under this chapter if the intoxicating liquor has not been purchased by the wholesaler from the primary American source of supply or from a wholesaler within this state who is licensed under this chapter.

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