



WISCONSIN LEGISLATIVE COUNCIL ACT MEMO

2007 Wisconsin Act 9
[2007 Assembly Bill 122]

**Taste Samples of Beer and Wine on
Certain Retail Licensed Premises**

Current law provides, with limited exceptions, that no person may sell alcohol beverages to a consumer unless the seller possesses a license or permit authorizing the sale. A Class “A” license authorizes the license holder to sell fermented malt beverages (beer) at retail, in original packages, containers, and bottles, for consumption only off the licensed premises.

A number of provisions in current law authorize the provision of taste samples under specific circumstances. One of these “taste sample” provisions allows the holder of a “Class A” license, which authorizes the retail sale of intoxicating liquor for consumption off the premises in original packages and containers, to provide, without any additional license or permit, two *wine taste samples* of not more than three fluid ounces each, free of charge, for consumption on the licensed premises *between the hours of 10 a.m. and 6 p.m.*

2007 Wisconsin Act 9:

1. Authorizes a *Class “A” licensee* to provide, free of charge, *between the hours of 11 a.m. and 7 p.m.*, up to two *taste samples per day of beer* of not more than three fluid ounces each, for consumption on the Class “A” premises, to customers and visitors who have attained the legal drinking age. The same limitations that otherwise apply to the retail sale of beer also apply to the provision of taste samples.

2. Authorizes a *brewer* to provide, free of charge, *on Class “A” premises* with the consent of the Class “A” licensee, *beer taste samples* to any person who has attained the legal drinking age for consumption on these premises. Any such taste samples must be purchased by the brewer from the Class “A” licensee on whose premises the taste samples are provided. The same limitations that apply to Class “A” licensees providing taste samples also apply to brewers providing taste samples on Class “A” premises. A brewer may provide taste samples through an individual representing the brewer who is hired by the brewer and who is neither employed by nor an agent of a wholesaler.

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.state.wi.us/>.

3. Modifies the hours during which a “Class A” licensee may provide *wine* taste samples, changing these hours from 10 a.m. to 6 p.m. to ***11 a.m. to 7 p.m.***

Effective Date: Act 9 took effect on May 18, 2007.

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