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CHAPTER 355

AN ACT to create 176.05 (1a) (a), (b) and (c) of the statutes, relating to wholesale alcohol permits, and providing a penalty.

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

SECTION 1. 176.05 (1a) (a), (b) and (c) of the statutes are created to read:

176.05 (1a) (a) The applicant has no interest directly or indirectly in a retail establishment and no retailer may have any interest directly or indirectly in a wholesale establishment.

(b) As of the effective date of this paragraph (1963) no permittee may sell any alcoholic beverage unless prior to such sale he has filed with the beverage tax division of the state department of taxation a statement to the effect that he is a distributor of a particular brand in the state of Wisconsin, or portion thereof, and the sales of that particular brand by him and any permittee purchasing from him will be limited to that area. If there is any change in such area the beverage tax division shall be informed of such change within 7 days of the effective date of the change. Any person violating this section shall be punished as provided in s. 176.41 and so

far as applicable ss. 176.62 and 176.70, including the provisions relating to revocation of license, shall apply.

(c) Every retail licensee of alcoholic beverages in the state of Wisconsin must purchase, advertise and sell alcoholic beverages in the name of and under his license only.

SECTION 2. This act shall take effect as of July 3, 1963, and the requirements prescribed for the issuance of wholesale alcohol permits shall be retroactive to that date. Any such permits issued prior to July 3, 1963, shall remain in full force and effect as though such permits were issued in compliance with the requirements stated herein and the licensing agency shall not fail to relicense present licensees unless for cause shown.

Approved September 23, 1963.
