



## WISCONSIN LEGISLATIVE COUNCIL ACT MEMO

<b>2003 Wisconsin Act 124</b> [2003 Senate Bill 211]	<b>Advertising by Liquor Retailers</b>
2003 Acts: <a href="http://www.legis.state.wi.us/2003/data/acts/">www.legis.state.wi.us/2003/data/acts/</a>	Act Memos: <a href="http://www.legis.state.wi.us/lc/act_memo/act_memo.htm">www.legis.state.wi.us/lc/act_memo/act_memo.htm</a>

Under current law, a holder of a retail license or permit to sell intoxicating liquor must advertise the intoxicating liquor in the holder's name and under the holder's license or permit only.

2003 Wisconsin Act 124 creates an exception to this provision under which holders of retail licenses or permits that are franchisees may advertise, separately or together, in the name of the franchisor.

**Effective Date:** Act 124 takes effect on February 21, 2004.

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March 19, 2004

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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.