State of Wisconsin
1999 - 2000 LEGISLATURE

LRB-3719/1
PEN:jlg:km

1999 ASSEMBLY BILL 797

February 25, 2000 – Introduced by Representatives HUTCHISON, MUSSER, JESKEWITZ and AINSWORTH. Referred to Committee on State Affairs.

AN ACT ***to amend*** 125.51 (7) of the statutes; **relating to:** cooperative advertising by intoxicating liquor retailers.

Analysis by the Legislative Reference Bureau

Current law requires retailers of intoxicating liquor to purchase, advertise and sell intoxicating liquor only under that retailer's name. This requirement effectively prohibits cooperative action between retailers.

This bill eliminates the requirement that an intoxicating liquor retailer advertise only under its own name.

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

SECTION 1. 125.51 (7) of the statutes is amended to read:

125.51 **(7)** SALES IN NAME OF LICENSEE OR PERMITTEE. Every holder of a retail license or permit for the sale of intoxicating liquor shall purchase~~, advertise~~ and sell intoxicating liquor in the holder's name and under the holder's license or permit only.

(END)