



2021 ASSEMBLY BILL 277

April 16, 2021 - Introduced by Representatives LOUDENBECK, VORPAGEL, KUGLITSCH, MAGNAFICI, DUCHOW, MOSES, BOWEN, CALLAHAN, KITCHENS, MURSAU and SINICKI, cosponsored by Senators DARLING, BALLWEG, CARPENTER, FELZKOWSKI, RINGHAND and L. TAYLOR. Referred to Committee on State Affairs.

1 **AN ACT** *to amend* 125.29 (3) (j) and 125.295 (1) (i); and *to create* 125.06 (14) of
2 the statutes; **relating to:** sales of alcohol beverages at the state fair park.

Analysis by the Legislative Reference Bureau

This bill creates a licensing exception allowing retail sales of alcohol beverages at the state fair park.

Under current law, with limited exceptions, no person may sell alcohol beverages to a consumer unless the seller possesses a license or permit authorizing the sale.

This bill creates a licensing exception under which a person who meets certain qualifications and is approved by the State Fair Park Board may, without a retail license or permit, make retail sales of alcohol beverages at the state fair park for consumption at the state fair park. However, an approved winery trade association may also make retail sales of wine for consumption away from the state fair park. The same State Fair Park Board approval is also required for a brewer or brewpub that makes retail sales at the state fair park.

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

3 **SECTION 1.** 125.06 (14) of the statutes is created to read:
4 125.06 (14) ALCOHOL BEVERAGE SALES AT STATE FAIR PARK. The retail sale of
5 alcohol beverages at the state fair park, by any person approved by the state fair park

ASSEMBLY BILL 277**SECTION 1**

1 board by resolution to make such sales, for consumption at the state fair park, except
2 that a winery trade association approved under this subsection may also make retail
3 sales of wine for consumption away from the state fair park. The state fair park
4 board may not grant to a person approval under this subsection unless the person
5 meets the qualifications under s. 125.04 (5) (a) 1., 3., 4., and 5., (b), and (c).

6 **SECTION 2.** 125.29 (3) (j) of the statutes is amended to read:

7 125.29 (3) (j) The ownership, maintenance, or operation of places for the sale
8 of fermented malt beverages at the state fair park or on any county fairgrounds
9 located in this state. A brewer may not make retail sales of fermented malt beverages
10 at the state fair park unless the state fair park board has, by resolution, approved
11 the brewer to make such sales.

12 **SECTION 3.** 125.295 (1) (i) of the statutes is amended to read:

13 125.295 (1) (i) Notwithstanding s. 125.33 (1), the ownership, maintenance, and
14 operation of places for the sale of fermented malt beverages at the state fair park or
15 on any county fairgrounds located in this state if the fermented malt beverages have
16 been manufactured by the brewpub. A brewpub may not make retail sales of
17 fermented malt beverages at the state fair park unless the state fair park board has,
18 by resolution, approved the brewpub to make such sales.

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(END)