



1995 SENATE BILL 551

February 14, 1996 - Introduced by Senators FITZGERALD, ZIEN, SCHULTZ, ROSENZWEIG, HUELSMAN, ANDREA, SHIBILSKI, RISSER, BRESKE and RUDE, cosponsored by Representatives SERATTI, HANDRICK, GROTHMAN, UNDERHEIM, HAHN, ZUKOWSKI, KREIBICH, KAUFERT, F. LASEE, GREEN, RYBA, ZIEGELBAUER and MUSSER. Referred to Committee on Business, Economic Development and Urban Affairs.

1 **AN ACT to amend** 125.32 (6) (a) and 125.33 (9); and **to create** 125.33 (2) (o) and
2 125.70 of the statutes; **relating to:** the furnishing of alcohol beverages by
3 brewers, intoxicating liquor manufacturers or alcohol beverage wholesalers to
4 persons attending certain business meetings of certain trade associations.

Analysis by the Legislative Reference Bureau

Under current law, with certain exceptions, no brewer or wholesaler of fermented malt beverages may give or sell anything of value to any retailer who is licensed to sell fermented malt beverages for consumption on the premises where sold. Also under current law, no person may possess any fermented malt beverages or intoxicating liquor (alcohol beverages) on premises that are licensed to sell fermented malt beverages, or allow alcohol beverages on those premises, if those alcohol beverages were not purchased from a wholesaler or if it would be otherwise unlawful to sell those alcohol beverages on the premises.

This bill allows a brewer, intoxicating liquor manufacturer or alcohol beverage wholesaler to furnish for tasting, free of charge, samples of alcohol beverages to any person attending a trade show, conference, convention or similar business meeting of a bona fide national or statewide trade association that derives income from membership dues of certain alcohol retailers, if the meeting is held on premises that are licensed to sell and serve fermented malt beverages. The bill prohibits any alcohol beverages brought on premises for distribution as a taste sample to remain on the premises after the close of the trade show, conference, convention or business meeting.

For further information see the *state* fiscal estimate, which will be printed as an appendix to this bill.

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

1 **SECTION 1.** 125.32 (6) (a) of the statutes is amended to read:

2 125.32 (6) (a) ~~No~~ Except as provided in s. 125.33 (2) (o) or 125.70, no person,
3 including a fermented malt beverage licensee or permittee or an agent, servant or
4 employe of such licensees or permittees, may possess on the premises covered by a
5 retail or wholesale fermented malt beverages license or permit any alcohol beverages
6 not authorized by law for sale on the premises.

7 **SECTION 2.** 125.33 (2) (o) of the statutes is created to read:

8 125.33 (2) (o) Furnish, free of charge, on Class "B" premises, taste samples of
9 fermented malt beverages to any person who has attained the legal drinking age and
10 who is attending a trade show, conference, convention or similar business meeting,
11 that is held on those premises, of a bona fide national or statewide trade association
12 that derives income from membership dues of Class "B" licensees. No fermented
13 malt beverages brought on Class "B" premises under this paragraph may remain on
14 those premises after the close of the trade show, conference, convention or business
15 meeting.

16 **SECTION 3.** 125.33 (9) of the statutes is amended to read:

17 125.33 (9) **CAMPUSES AND RETAILERS TO PURCHASE FROM WHOLESALERS.** ~~No~~ Except
18 as provided in sub. (2) (o), no campus or retail licensee or permittee may purchase
19 or possess fermented malt beverages purchased from any person other than a
20 wholesaler holding a license under this chapter for the sale of fermented malt

1 beverages. Any person who violates this subsection may be fined not more than
2 \$10,000 or imprisoned for not more than 9 months or both.

3 **SECTION 4.** 125.70 of the statutes is created to read:

4 **125.70 Trade show samples.** A manufacturer, rectifier or intoxicating liquor
5 wholesaler may furnish, free of charge, on "Class B" premises, taste samples of
6 intoxicating liquor to any person who has attained the legal drinking age and who
7 is attending a trade show, conference, convention or similar business meeting, that
8 is held on those premises, of a bona fide national or statewide trade association that
9 derives income from membership dues of "Class B" licensees. No intoxicating liquor
10 brought on "Class B" premises under this section may remain on those premises after
11 the close of the trade show, conference, convention or business meeting.

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(END)