2001 SENATE BILL 312

November 7, 2001 – Introduced by Senators PLACHE, WIRCH, HANSEN, DARLING, WELCH and COWLES, cosponsored by Representatives GARD, BIES, KRAWCZYK, GRONEMUS, AINSWORTH, ALBERS, GUNDERSON, JESKEWITZ, LADWIG, LEIBHAM, PETTIS, SERATTI, SYKORA, MONTGOMERY, SHILLING, MUSSER, GUNDRUM, STARZYK and LASSA. Referred to Committee on Insurance, Tourism, and Transportation.

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

Analysis by the Legislative Reference Bureau

Current law requires a retailer of intoxicating liquor to purchase, advertise, and sell intoxicating liquor only under the retailer's name. This requirement has the effect of prohibiting cooperative advertising 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)