

**2001 DRAFTING REQUEST**

**Bill**

Received: **05/01/2001**

Received By: **agary**

Wanted: **As time permits**

Identical to LRB:

For: **Kimberly Plache (608) 266-1832**

By/Representing: **John (aide)**

This file may be shown to any legislator: **NO**

Drafter: **agary**

May Contact:

Addl. Drafters:

Subject: **Beverages - miscellaneous**

Extra Copies: **RCT**

Submit via email: **NO**

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**Pre Topic:**

No specific pre topic given

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**Topic:**

Cooperative advertising by intoxicating liquor retailers

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**Instructions:**

Redraft 1999 AB-797

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**Drafting History:**

<u>Vers.</u>	<u>Drafted</u>	<u>Reviewed</u>	<u>Typed</u>	<u>Proofed</u>	<u>Submitted</u>	<u>Jacketed</u>	<u>Required</u>
/?	agary 05/01/2001	jdye 05/02/2001		_____			
/1			martykr 05/02/2001	_____	lrb_docadmin 05/02/2001	lrb_docadmin 10/11/2001	

FE Sent For:

*None needed*

<END>

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1?	agary	1 5/2 jlb	1 5/2	KB 5/2 Apr 2			

FE Sent For:

<END>



State of Wisconsin  
2001 - 2002 LEGISLATURE

3219/1  
LRB-2869/1  
ARG:jld:pg  
↑  
stays

2001 BILL

Reger

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

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*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.

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

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

4 125.51 (7) SALES IN NAME OF LICENSEE OR PERMITTEE. Every holder of a retail  
5 license or permit for the sale of intoxicating liquor shall purchase, advertise and sell  
6 intoxicating liquor in the holder's name and under the holder's license or permit only.

7

(END)

## Barman, Mike

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**From:** Gary, Aaron  
**Sent:** Wednesday, October 10, 2001 2:41 PM  
**To:** Barman, Mike  
**Subject:** FW: 99 AB-797: cooperative advertising of intoxicating liquor

Mike,  
Could you please have 01-3219 jacketed for Sen. Plache? Thanks. Aaron

Aaron R. Gary  
*Legislative Attorney*  
*Legislative Reference Bureau*  
608.261.6926 (voice)  
608.264.6948 (fax)  
aaron.gary@legis.state.wi.us

-----Original Message-----

**From:** Anderson, John  
**Sent:** Wednesday, October 10, 2001 2:38 PM  
**To:** Gary, Aaron  
**Subject:** RE: 99 AB-797: cooperative advertising of intoxicating liquor

Yes, please have the bill jacketed. Thank you for your help.

John Anderson  
Office of Sen. Kimberly Plache  
266-1832

-----Original Message-----

**From:** Gary, Aaron  
**Sent:** Wednesday, October 10, 2001 2:31 PM  
**To:** Anderson, John  
**Subject:** 99 AB-797: cooperative advertising of intoxicating liquor

<< File: 01-3219/1 >>  
John,

Upon checking my files following our conversation this afternoon, I see that I already prepared a redraft of 99 AB-797 for Sen. Plache back in May. The redraft is LRB-3219 and is attached as a PDF file.  
If you would like a hardcopy of the draft or want the draft jacketed, please let me know. Thanks. Aaron

Aaron R. Gary  
*Legislative Attorney*  
*Legislative Reference Bureau*  
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aaron.gary@legis.state.wi.us