

## 2003 SENATE BILL 211

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

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*Analysis by the Legislative Reference Bureau*

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

1           **SECTION 1.** 125.51 (7) of the statutes is amended to read:  
2           125.51 (7) SALES IN NAME OF LICENSEE OR PERMITTEE. Every holder of a retail  
3 license or permit for the sale of intoxicating liquor shall purchase, advertise and sell  
4 intoxicating liquor in the holder's name and under the holder's license or permit only,  
5 except that holders of retail licenses or permits that are franchisees, as defined in s.  
6 553.03 (5), may advertise, separately or together, in the name of the franchisor, as  
7 defined in s. 553.03 (6).

8

(END)