

☞ **13hr_AC-SAGO_ab0600_pt01**



(FORM UPDATED: 08/11/2010)

WISCONSIN STATE LEGISLATURE ... PUBLIC HEARING - COMMITTEE RECORDS

2013-14

(session year)

Assembly

(Assembly, Senate or Joint)

Committee on... State Affairs and Government Operations (AC-SAGO)

INFORMATION COLLECTED BY COMMITTEE FOR AND AGAINST PROPOSAL

- Appointments ... **Appt** (w/Record of Comm. Proceedings)
- Clearinghouse Rules ... **CRule** (w/Record of Comm. Proceedings)
- Hearing Records ... bills and resolutions (w/Record of Comm. Proceedings)
 - (**ab** = Assembly Bill) (**ar** = Assembly Resolution) (**ajr** = Assembly Joint Resolution)
 - (**sb** = Senate Bill) (**sr** = Senate Resolution) (**sjr** = Senate Joint Resolution)
- Miscellaneous ... **Misc**

* Contents organized for archiving by: Stefanie Rose (LRB) (December 2014)

Assembly

Record of Committee Proceedings

Committee on State Affairs and Government Operations

Assembly Bill 600

Relating to: the furnishing of intoxicating liquor taste samples at certain retailer trade association events.

By Representatives Ripp, Bies, August, Berceau, Clark, Czaja, Danou, Loudenbeck, Marklein, Murphy, Nass, Pridemore, Spiros, Strachota, Thiesfeldt, Tranel and Ballweg; cosponsored by Senators Olsen, Harsdorf, Cowles, Darling, Erpenbach, Grothman, Gudex, Jauch, Kedzie, Lasee, Lehman, Moulton and Schultz.

January 07, 2014 Referred to Committee on State Affairs and Government Operations

February 05, 2014 **Public Hearing Held**

Present: (13) Representative Weininger; Representatives Swearingen, Craig, Ripp, Neylon, Kooyenga, Hutton, Nass, Sinicki, Zamarripa, Ringhand, Kahl and Hulsey.

Absent: (1) Representative Knodl.

Excused: (2) Representatives Kleefisch and Kessler.

Appearances For

- Keith Ripp - Rep. - 42n ASM District

Appearances Against

- None.

Appearances for Information Only

- None.

Registrations For

- Shiela Harsdorf - Sen. - 10th Senate District
- Luther Olsen - Sen. - 14th Senate District
- Frank Lasee - Sen. - 1st Senate District

Registrations Against

- None.

Registrations for Information Only

- None.

February 06, 2014 **Executive Session Held**

Present: (14) Representative Weininger; Representatives Swearingen, Craig, Kleefisch, Knodl, Neylon, Kooyenga, Hutton, Nass, Sinicki, Zamarripa, Ringhand, Kahl and Hulsey.
Absent: (0) None.
Excused: (2) Representatives Ripp and Kessler.

Moved by Representative Craig, seconded by Representative Sinicki that **Assembly Bill 600** be recommended for passage.

Ayes: (14) Representative Weininger; Representatives Swearingen, Craig, Kleefisch, Knodl, Neylon, Kooyenga, Hutton, Nass, Sinicki, Zamarripa, Ringhand, Kahl and Hulsey.

Noes: (0) None.

Absent: (2) Representatives Ripp and Kessler.

PASSAGE RECOMMENDED, Ayes 14, Noes 0

Alison Zikmund
Committee Clerk



State Senator Sheila Harsdorf

Date: February 5, 2014

To: Assembly Committee on State Affairs and Government Operations

Fr: Senator Sheila Harsdorf

Re: Assembly Bill 600—Wine Taste Samples Offered at Trade Shows

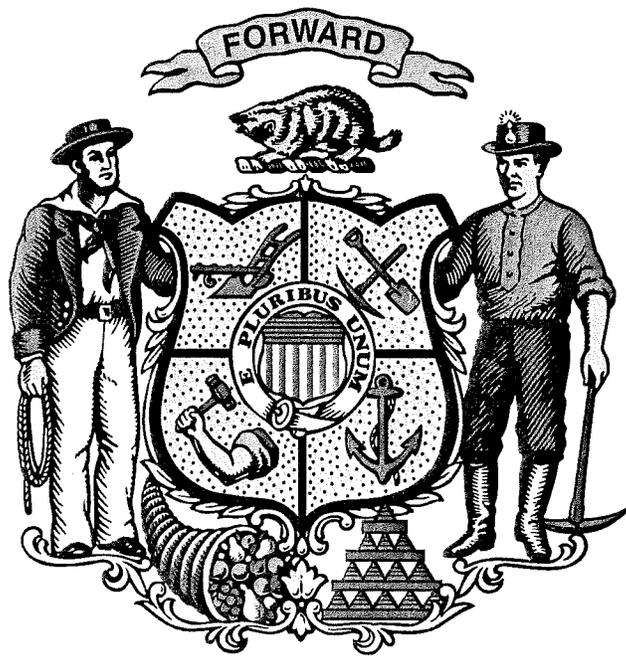
Dear Chair Weininger and Committee Members,

Thank you for holding a public hearing on Assembly Bill 600 (AB 600), which would allow winemakers to offer taste samples at trade association events. I regret that I am unable to testify in person due to another committee meeting.

Currently, Wisconsin law allows a manufacturer, rectifier, or wholesaler of intoxicating liquor to offer taste samples, free of charge, at trade shows, conferences, conventions, or other business meetings held on the premises by a trade association of "Class B" retailers. However, winemakers are prohibited from doing the same. Winemakers are allowed to attend trade shows, but are disadvantaged by not being able to offer taste samples of their products.

Trade shows allow wineries to showcase and promote their products and being able to offer taste samples is an important component of marketing their products. I believe AB 600 is a simple, common-sense change that will help the growing wine industry by allowing winemakers to better market their products by offering taste samples at trade association events.

I urge your support for this legislation and thank you for allowing me to submit testimony in support of AB 600. Please feel free to contact me if you have any questions.



Public Hearing – AB 600 & AB 601
Wednesday, February 5, 2014
Anna Maenner
Wisconsin Winery Association

Good Morning Committee Members.

I am Anna Maenner and I serve as Executive Director of the Wisconsin Winery Association. I represent the 68 Wisconsin Wineries that are members of our association.

The WWA supports both of these bills being considered.

Wine is a product that needs to be tasted to be appreciated. The WWA would like to see more Wisconsin wines being offered in restaurants, grocery stores and retail outlets.

This bill would allow a winery to provide taste samples at the trade shows of these retailer associations. We believe if chefs, store owners and other decision makers were able to taste the quality wines being produced in our state, that they would in turn offer these products to their customers. Please support Assembly Bill 600 so more local wines become available throughout Wisconsin.

Wisconsin's growing wine industry needs young people to become interested in viticulture and enology careers. Allowing young people to participate in tours at wineries will introduce them to our growing industry at a time when they can still make a career decision.

Tourism is a major economic factor for all of Wisconsin's communities. Wineries are a tourism destination and do attract consumers into the communities where they operate. Making winery tours available to more travelers will benefit both the winery and the community.

Wineries are havens for local products. Many wineries have a range of non-alcoholic products available for sale to their customers. Products available at many wineries include maple syrup, vinegars, jams, jellies as well as clothing, artwork and other consumer goods.

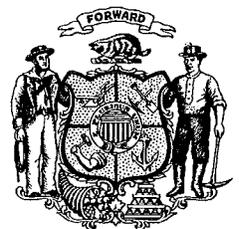
All drinking laws remain in force, so underage tour participants would not be able to participate in sampling. Please pass AB 601 to expand the current law to include wineries.

Thank you for your consideration and for your support of Wisconsin's growing wine industry.

Anna Maenner



WISCONSIN STATE LEGISLATURE





WISCONSIN LEGISLATURE

P.O. BOX 8952 · MADISON, WI 53708

TO: Assembly Committee on State Affairs and Government Operations
FROM: Representative Keith Ripp and Senator Luther Olsen
DATE: Wednesday, February 5th, 2014
SUBJECT: Testimony in favor of Assembly Bill 600 (Senate Bill 453)

Thank you Chairman Weininger and Committee members for holding a hearing on Assembly Bill 600. We appreciate the opportunity to submit testimony and discuss this bipartisan legislation which adds wineries to the list of acceptable furnishers of taste samples at Trade Shows.

In the private sector, one of the most direct ways to increase prospective business in the food and alcohol industry is by offering samples at Trade Shows. Under current law, a manufacturer, rectifier, or wholesaler of intoxicating liquor may furnish taste samples- free of charge. However, wineries are not listed as an acceptable furnisher. Winemakers may attend Trade Shows to give presentations, but cannot furnish samples, which constrains winery expansion. This unnecessary red tape hinders the type of exposure or promotion that is done at trade shows.

Furthermore, Wisconsin Statute 125.33(2)(o) allows brewers to furnish taste samples at Trade Shows. This bill is a common sense fix that would align wineries with breweries in regards to taste samples at trade shows.

During this hearing, you will hear testimony from Wisconsin Winery owners that have firsthand knowledge of the importance of this legislation and can answer any practical questions you may have.

Once again, thank you for the opportunity to submit testimony and speak in favor of Assembly Bill 600.