

Senate

Record of Committee Proceedings

Committee on Universities and Revenue

Assembly Bill 304

Relating to: creating the Division of Alcohol Beverages attached to the Department of Revenue; the regulation of alcohol beverages and enforcement of alcohol beverage laws; interest restrictions relating to, and authorized activities of, brewers, brewpubs, wineries, manufacturers, rectifiers, wholesalers, and retailers; shipping alcohol beverages by means of fulfillment houses and common carriers; the consumption of alcohol beverages in a public place; creating a no-sale event venue permit; creating an operator's permit; liquor licenses transferred from one municipality to another; retailers' authorized activities; liquor license quotas; the safe ride program; the presence of underage persons and conduct of other business on licensed premises; the occupational tax on alcohol beverages; repealing a rule promulgated by the Department of Revenue; granting rule-making authority; and providing a penalty.

By Representatives Vos, August, Swearingen and Zimmerman; cosponsored by Senators LeMahieu, Feyen and Testin.

June 23, 2023 Referred to Committee on Universities and Revenue

August 17, 2023 **Public Hearing Held**

Present: (8) Senator Hutton; Senators James, Nass, Ballweg, Cabral-Guevara, Larson, Roys and Smith.
Absent: (0) None.
Excused: (0) None.

Appearances For

- Matt Swenkofske - MolsonCoors
- Sen. LeMahieu Devin LeMahieu
- William Glass - Wisconsin Brewers Guild, Craft Beverage Coalition
- State Gov Affairs Sam DeWitt - Brewers Association
- Brian Boeckenstedt
- Owner Brad Schmiling - Von Stiehl Winery
- Keith Kern - TAVERN league of WISCONSIN
- Rep Rob Swearingen - 34AD
- Mr. Zak Koga - Karben4 Brewing

Appearances Against

- Owner Bonnie Keyes - Mulberry Lane Farm
- Owner Pamela Pennington - Bridle Barn & Gardens
- Ms Jean Bahn - Farmview Event Barn

- Owner Afton Krysiak - Busy Barn Farm Adventures
- Owner Greg Schauf - Country Reflections
- Member David Muehl - Badger Farms, LLC
- Mr. Phillip Molina - Still Point Farm, LLC
- Owner Shelly Mayer - Folk Song Farm
- Lucas Vebber - WI Institute for law and liberty
- Megan Forbes - Institute for Justice

Appearances for Information Only

- Geralyn Lasher - The Wine Institute

Registrations For

- Lawrence Cary - Handen Distillery
- President Brian Dake - Wisconsin Independent Businesses
- Executive Vice President Susan Quam - Wisconsin Restaurant Association
- Tom Moore - Mark Anthony Brands
- Andrew Davis - MMAC
- Andy Engel - Anheuser Busch
- Mike Semmann - WI Grocers Association
- Matthew Hauser - Wisconsin Fuel & Retail Association
- Steve Lyons - New Glarus Brewing
- Tom Fonfara - Wisconsin Craft Beverage coalition
- Jim Kanter - Central standard distillery

Registrations Against

- Mother Of The Groom Wisconsin Farm Wedding Private Venue Consumer Choice Sheila Everhart - Everhart Family Farms
- Event Coordinator Alyson Buchholz - Folk Song Farm
- Mrs Penny Molina - Still Point Farm
- Employee Felicia Mendoza - Mulberry Lane Farm
- Susan Rochon - Mulberry lane farm
- Attorney Skylar Croy
- Hunter Acton
- Policy Coordinator Michelle Ramirez-White - Wisconsin Farmers Union

Registrations for Information Only

- None.

April 11, 2024

Failed to concur in pursuant to Senate Joint Resolution 1

Patrick Kanarowski
Committee Clerk