



WISCONSIN LEGISLATIVE COUNCIL AMENDMENT MEMO

2001 Assembly Bill 625

Assembly Amendment 1

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Current law requires a retailer of intoxicating liquor to purchase, advertise and sell intoxicating liquor only under the retailer's name. Assembly Bill 625, as originally introduced, eliminated the requirement that an intoxicating liquor retailer advertise only under its own name.

Provisions of Amendment

Assembly Amendment 1 retains the current prohibition on advertisements, but would create an exception that would permit holders of retail licenses or permits that are franchisees,¹ to advertise, separately or together, in the name of the franchisor.² This amendment would allow for franchisees to advertise, individually or collectively, under the same name as the franchise name.

Committee Vote

The Assembly Committee on State Affairs, at an executive session held January 15, 2002, voted to introduce and adopt Assembly Amendment 1 to Assembly Bill 625 on a vote of Ayes, 8; Noes, 0. The committee voted to recommend passage of the bill, as amended, on a vote of Ayes, 8; Noes, 0 at the same executive session.

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¹ As defined in s. 553.03 (5), Stats.

² As defined in s. 553.03 (6), Stats.