



TYLER VORPAGEL

STATE REPRESENTATIVE • 27TH ASSEMBLY DISTRICT

AB 74: retail sales of intoxicating liquor for consumption off the licenses premises

Testimony of State Representative Tyler Vorpagel

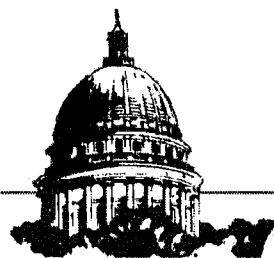
Assembly Committee on State Affairs

March 13, 2019

Thank you, Chairman Swearingen and members of the State Affairs Committee for hearing Assembly Bill 74. AB 74 was brought to me by businesses that have begun to obtain “Class B” licenses to allow for a more enhanced customer experience. Stores like HyVee, Total Wine, and Metro Market include in-store classroom activities, tastings and growler stations. Currently, Wisconsin allows alcohol beverage retailers who hold a “Class B” license to sell intoxicating liquor for on premise consumption. Local municipalities may also elect, by ordinance, to allow “Class B” retailers to allow sale of intoxicating liquor in its original package for off-premise consumption. While the sale of beer and wine for off-premise consumption under a “Class B” license is not limited, the sale of distilled spirits is limited to four liters “at one time”. This bill simply aligns statute to sell beer, wine, and distilled spirits the same under a “Class B” license.

A real life example is that say tomorrow I wanted to go into a retail store that currently holds a “Class B” license and purchase 6 different liters of spirits for a birthday party at my house. By law I am required to purchase 4, take them out to my car, and then come back in and purchase the remaining 2. This is not only cumbersome, but also puts additional fees on the retailer as they now have to pay two “swipe fees” if I pay by credit card.

This bill simply eliminates the four-liter limit on “Class B” licensees for distilled spirit sales for off-premises consumption in municipalities that allow such off-premise sales. If you have any questions I am happy to answer them at this time.



DALE KOOYENGA
WISCONSIN STATE SENATOR

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March 13, 2019

TO: Members of the Assembly Committee on State Affairs
FR: Senator Dale Kooyenga
RE: Assembly Bill 74

Thank you for holding a public hearing on Assembly Bill 74, which would allow certain liquor retailers to sell distilled spirits, in any quantity, for off-premises consumption.

Wisconsin allows alcohol beverage retailers who possess a "Class B" license to sell intoxicating liquor for on premise consumption. However, the sale of intoxicating liquor is limited to just four liters "at any one time." Meanwhile, the sale of beer and wine for off-premise consumption is not limited.

This bill would eliminate the four liter cap on the sale of intoxicating liquor. It is a common sense reform that will provide business owners more opportunity to enhance customer experience. By eliminating the four liter cap on liquor, we treat spirits sold by a "Class B" licensee the same way we treat beer and wine.

It allows grocers to provide samplings inside the premise while accommodating their customers who desire to buy more than four liters at one time. In fact, many grocery and liquor stores are beginning to obtain "Class B" licenses in order to allow for in-store classroom activities and tastings. By removing this cap on liquor, we allow these stores to enhance customer experience without jeopardizing their sales.

Thank you again for hearing AB 74 and I respectfully ask for your support.

Total Wine & MORE

Testimony of Total Wine & More
before the Wisconsin State Assembly's Committee on State Affairs
March 13, 2019

REGARDING:

**Assembly Bill 74, Relating to retail sales of intoxicating liquor for consumption
off the licensed premise**

Chairman Swearingen and members of the Assembly Committee on State Affairs, my name is Edward Cooper and I serve as the Vice President, Public Affairs for Total Wine & More. It's my pleasure to testify today in favor of AB 74.

Total Wine & More is the nation's largest independent retailer of fine wine, beer and spirits. In Wisconsin, we currently operate stores in Brookfield, Greenfield and Madison and have been licensed for a location in Bayshore. At Total Wine & More we are committed to providing the customer with that which they deserve: the best in price, service and selection.

Core to our business model and culture is offering our customers an engaging, unique in-store experience. Customers look for experiential retailing. Our customers – particularly Millennials and Generation Xers – embrace experiential retailing and want to explore and learn about wines, beers and spirits from industry experts including the producers themselves. Through a full schedule of wine, spirits and beer tastings, educational classes and "virtual tastings" by nationally and internationally acclaimed producers in our custom-built "Education Center" (classroom), food pairings and more, Total Wine & More offers a high-end experience that is truly unique in Wisconsin.

Under current law, Wisconsin allows alcohol beverage retailers with "Class B" licenses to sell intoxicating liquor for on-premise consumption. Municipalities may also elect by ordinance to issue "Class B" licenses that allow for the sale of intoxicating liquor in its original package for off-premise consumption. While the sale of beer and wine for off premise consumption is not limited, the sale of distilled spirits is limited to four (4) liters "at any one time."

Because of our unique retail experience, Total Wine & More stores hold "Class B" licenses to allow for the above mentioned in-store classroom activities, tastings and growler stations. As I've previously mentioned, we strive to provide our customers with the best in price, service and selection. Part of the service excellence we work towards is making the shopping experience as convenient as possible for the customer. Limiting customers to the purchase of four (4) liters of spirits "at any one time" is not convenient.

I respectfully ask members of the committee to support and pass AB 74.