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Reminder of Restrictions for Wholesalers, Class "A" and "Class A" Retailers

Important information

The alcohol beverage industry is highly regulated and has controls and restrictions which are generally not imposed on other areas of commerce. You must know and abide by the laws that regulate activities between alcohol beverage wholesalers and the retail industry.

Wisconsin Alcohol Beverage Laws (secs. 125.33(6) and (7m) and sec. 125.69(3), Wis. Stats.)

Some of the restrictions on wholesalers and Class "A" and "Class A" retailers:

- Prohibits conditioning the purchase of fermented malt beverages from a brewer, brewpub, or wholesaler upon the furnishing of anything of value directly or indirectly to Class "A" or "Class A" retailers
- Requires the same price be charged to Class "A" and "Class A" retailers purchasing fermented malt beverages and intoxicating liquor in similar quantities
- Requires the same volume discounts be offered to all Class "A" or "Class A" retailers purchasing fermented malt beverages and intoxicating liquor in similar quantities
- Requires that any discount offered on fermented malt beverages or intoxicating liquor shall be delivered to the retailer in a single transaction and single delivery on a single invoice

Examples of practices that violate Wisconsin Statutes

- Mandatory enrollment in records retention software as a condition of doing business
- Requesting or requiring that intoxicating liquor wholesalers provide and/or affix security caps on intoxicating liquor products
- Requiring alcohol beverage wholesalers to stock and maintain the retailer's shelves, displays and other fixtures

What happens if I don't follow the laws?

Retailers and wholesalers – including brewers and brewpubs – that are a party to any of these illegal practices may face penalties. If you do not follow Wisconsin's alcohol beverage laws, the following may occur:

- Fines
- Permit/license suspension
- Permit/license non-renewal
- Permit/license revocation
- Imprisonment

If you have questions, please contact us using the phone number or email listed in the contact information above. You can also visit our website at revenue.wi.gov and use the keyword search feature.