

## **LEGISLATIVE CHANGES TO BENEFIT ALCOHOL INDUSTRY**

On-going conflict between industry members, health professionals, etc. Stories about “Wisconsin’s drinking culture” and vows to change it. Also, conflicts among individual groups/members of the alcohol industry – “The liquor industry is in disarray; manufacturers are fighting with wholesalers, wholesalers fighting with retailers, various retail groups fighting amongst themselves, etc.” – “Anatomy of the Whisky Business” – **1967** (“And the Beat Goes On.”)

Legislative Changes:

- Small breweries (< 300,000 bbls) – 50% tax credit for 1<sup>st</sup> 50,000
- Wine walks allowed
- Beer walks allowed
- Brewpubs created
- Peddle pubs created
- Class C wine licenses created
- Apple cider taxed as FMB
- Sampling of wine/beer/spirits at Class A’s
- Drink and paints studios
- Picnic wine licenses created
- Distilleries can retail their spirits w/o local license
- Wineries can get a retail license (A or B)
- Wineries can join whsl. co-op
- Breweries can retail FMB w/o local license
- Small breweries can wholesale
- Additional “above quota” exceptions for Class B liquor

**The Wisconsin Legislature has been VERY ACCOMMODATING in its efforts to expand and grow the state alcohol beverage industries**