



2013 SENATE BILL 453

December 20, 2013 – Introduced by Senators OLSEN, HARSDORF, COWLES, DARLING, ERPENBACH, GROTHMAN, GUDEX, JAUCH, KEDZIE, LASSA, LEHMAN, MOULTON and SCHULTZ, cosponsored by Representatives RIPP, BIES, AUGUST, BERCEAU, CLARK, CZAJA, DANOU, LOUDENBECK, MARKLEIN, MURPHY, NASS, PRIDEMORE, SPIROS, STRACHOTA, THIESFELDT, TRANEL, WRIGHT, BALLWEG and BILLINGS. Referred to Committee on Economic Development and Local Government.

1 **AN ACT** *to amend* 125.70 of the statutes; **relating to:** the furnishing of
2 intoxicating liquor taste samples at certain retailer trade association events.

Analysis by the Legislative Reference Bureau

Under current law, a “Class B” retail license authorizes the retail sale of intoxicating liquor, which includes wine and distilled spirits, for consumption on the retail premises and, subject to various restrictions, the retail sale of intoxicating liquor in original packages for consumption off the retail premises. A retail licensee may not possess intoxicating liquor purchased from any person other than a wholesaler.

Current law also authorizes a manufacturer, rectifier, or wholesaler of intoxicating liquor to furnish taste samples, free of charge, on “Class B” licensed premises to attendees of a trade show, conference, convention, or business meeting (event) held on the premises by a trade association of “Class B” retailers.

This bill allows wineries to also provide taste samples at these trade association events.

The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:

3 **SECTION 1.** 125.70 of the statutes is amended to read:
4 **125.70 Trade show samples.** A manufacturer, rectifier, winery, or
5 intoxicating liquor wholesaler may furnish, free of charge, on “Class B” premises,

SENATE BILL 453**SECTION 1**

1 taste samples of intoxicating liquor to any person who has attained the legal drinking
2 age and who is attending a trade show, conference, convention, or similar business
3 meeting, that is held on those premises, of a bona fide national or statewide trade
4 association that derives income from membership dues of "Class B" licensees. Taste
5 samples may not be furnished under this section at more than 2 such events of any
6 one trade association per year. No intoxicating liquor brought on "Class B" premises
7 under this section may remain on those premises after the close of the trade show,
8 conference, convention, or business meeting.

9 (END)