

2009 ASSEMBLY BILL 66

February 17, 2009 – Introduced by Representatives ZEPNICK, BERCEAU, A. WILLIAMS and A. OTT. Referred to Committee on Urban and Local Affairs.

1 **AN ACT** *to create* 125.32 (8) and 125.68 (13) of the statutes; **relating to:** pricing
2 of retail sales of alcohol beverages.

Analysis by the Legislative Reference Bureau

Under current law, with specific exceptions, no person may sell alcohol beverages at retail unless the person possesses a license or permit authorizing the sale. Class “B” licenses, issued by municipalities, authorize the retail sale of fermented malt beverages (beer) for consumption on or off the retail premises. “Class B” licenses, also issued by municipalities, authorize the retail sale of intoxicating liquor for consumption on or off the retail premises, which authorization is subject to certain limitations, some of which depend on whether the issuing municipality has adopted an ordinance related to “Class B” licenses. Under limited circumstances, the Department of Revenue may issue Class “B” and “Class B” permits that authorize the retail sale of, respectively, beer or intoxicating liquor for on-premises consumption.

Under this bill, no Class “B” or “Class B” licensee or permittee may, for a fixed price, provide to a customer an unlimited or undefined quantity of beer or intoxicating liquor. A retailer that violates this prohibition is subject to the general penalty for alcohol beverages violations, which is a fine of not more than \$1,000 or imprisonment for not more than 90 days or both. The retailer’s license or permit may also be revoked.

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

