



**WISCONSIN LEGISLATIVE COUNCIL
ACT MEMO**

2015 Wisconsin Act 10
[2015 Assembly Bill 18]

**Taste Samples of Intoxicating
Liquor**

2015 Wisconsin Act 10 allows taste samples of intoxicating liquor to be provided on certain retail premises.

PRIOR LAW

Prior law, unchanged by the Act, allows licensed alcohol beverage retailers to provide taste samples of beer and wine, subject to certain limitations. [ss. 125.51 (2) (a) and 125.06 (13), Stats.] Prior law did not authorize licensed retailers to provide taste samples of other intoxicating liquor.

2015 WISCONSIN ACT 10

The Act authorizes retailers licensed to sell intoxicating liquor to provide taste samples of intoxicating liquor other than wine. All of the following limitations apply to such taste samples under the Act:

- Each taste sample must not exceed .5 fluid ounces.
- The taste samples must be consumed on licensed retailers' premises.
- Only one taste sample may be provided per person, per day.
- Taste samples may be provided only between the hours of 11:00 a.m. and 7:00 p.m.

The Act requires that any intoxicating liquor provided under the Act must be purchased from a wholesaler. In addition, the Act prohibits wholesalers, and their employees and representatives, from assisting or participating in providing taste samples under the Act.

Effective date: The Act took effect on April 10, 2015.

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AH:mcm;ksm

This memo provides a brief description of the Act. For more detailed information, consult the text of the law and related legislative documents at the Legislature's Web site at: <http://www.legis.wisconsin.gov>.