AN ACT to create 125.51 (2) (am) and 125.54 (3) of the statutes; relating to: taste samples of intoxicating liquor provided on certain retail licensed premises.

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

SECTION 1. 125.51 (2) (am) of the statutes is created to read:

125.51 (2) (am) In addition to the authorization under par. (a) and s. 125.06 (13), a “Class A” license authorizes the licensee to provide, free of charge, to customers and visitors who have attained the legal drinking age, taste samples of intoxicating liquor other than wine that are not in original packages or containers and that do not exceed 0.5 fluid ounces each, for consumption on the “Class A” premises. No “Class A” licensee may provide more than one such taste sample per day to any one person. Taste samples may be provided under this paragraph only between the hours of 11 a.m. and 7 p.m. Any representative of a manufacturer, rectifier, winery, or out-of-state shipper issued a permit under s. 125.52, 125.53, or 125.58 may assist the “Class A” licensee in dispensing or serving the taste samples. No “Class A” licensee may provide taste samples under this paragraph intoxicating liquor other than wine that the “Class A” licensee did not purchase from a wholesaler.

SECTION 2. 125.54 (3) of the statutes is created to read:

125.54 (3) TASTE SAMPLES ON “CLASS A” PREMISES. Wholesalers holding a permit issued under this section, employees of such wholesalers, and individuals representing such wholesalers may not assist or participate in providing taste samples under s. 125.06 (13) (a) or 125.51 (2) (am).