

## Senate

### Record of Committee Proceedings

#### **Committee on Universities and Revenue**

##### **Senate Bill 332**

Relating to: creating the Division of Alcohol Beverages attached to the Department of Revenue; the regulation of alcohol beverages and enforcement of alcohol beverage laws; interest restrictions relating to, and authorized activities of, brewers, brewpubs, wineries, manufacturers, rectifiers, wholesalers, and retailers; shipping alcohol beverages by means of fulfillment houses and common carriers; the consumption of alcohol beverages in a public place; creating a no-sale event venue permit; creating an operator's permit; liquor licenses transferred from one municipality to another; retailers' authorized activities; liquor license quotas; the safe ride program; the presence of underage persons and conduct of other business on licensed premises; the occupational tax on alcohol beverages; repealing a rule promulgated by the Department of Revenue; granting rule-making authority; and providing a penalty.

By Senators LeMahieu, Feyen and Testin; cosponsored by Representatives Vos, August, Swearingen, Zimmerman and Doyle.

June 14, 2023            Referred to Committee on Universities and Revenue

August 17, 2023        **Public Hearing Held**

Present:     (8)        Senator Hutton; Senators James, Nass,  
Ballweg, Cabral-Guevara, Larson, Roys and  
Smith.

Absent:     (0)        None.

Excused:   (0)        None.

##### Appearances For

- Matt Swenkofske - MolsonCoors
- Mike Wittenwyler - Wisconsin Beer Distributors  
Wisconsin Wine & Spirit Institute
- Kristine Hillmer - Wisconsin Restaurant Association
- Sen. LeMahieu Devin LeMahieu
- William Glass - Wisconsin Brewers Guild, Craft  
Beverage Coalition
- Executive Jason Childress - Kwik trip
- State Gov Affairs Sam DeWitt - Brewers Association
- Joe Zietlow - Kwik trip
- Mr Bill Elliott - Wisconsin Hotel and Lodging  
Association
- Brian Boeckenstedt - Tavern League of Wisconsin
- Keith Kern - TAVERN league of WISCONSIN

- Rep Rob Swearingen - 34AD
- Mr. Zak Koga - Karben4 Brewing
- Owner Brad Schmiling - Von Stiehl Winery
- Julie Coquard - Wollersheim Winery & Distillery

#### Appearances Against

- Owner Bonnie Keyes - Mulberry Lane Farm
- Ms Jean Bahn - Farmview Event Barn
- Owner Pamela Pennington - Bridle Barn & Gardens
- Owner Greg Schauf - Country Reflections
- Member David Muehl - Badger Farms, LLC
- Owner Afton Krysiak - Busy Barn Farm Adventures
- Mr. Phillip Molina - Still Point Farm, LLC
- Owner Shelly Mayer - Folk Song Farm
- Lucas Vebber - WI Institute for law and liberty
- Megan Forbes - Institute for Justice

#### Appearances for Information Only

- Geralyn Lasher - The Wine Institute
- Director State Government Affairs Jonathan Chowansky - UPS
- Director WI Alcohol Policy Project Maureen Busalacchi - Myself
- Secretary Barca Peter - Department of Revenue

#### Registrations For

- Lawrence Cary - Handen Distillery
- Founder Jeff Olson - Awildan Distilling
- President Brian Dake - Wisconsin Independent Businesses
- Amy Boyer - Total wine & more
- Executive Vice President Susan Quam - Wisconsin Restaurant Association
- Tom Moore - Mark Anthony Brands
- Ryan Prellwitz - Vines and Rushes Winery
- Andrew Davis - MMAC
- Scott Meyer - WI craft beverage assoc
- Andy Engel - Anheuser Busch
- Mike Semmann - WI Grocers Association
- Matthew Hauser - Wisconsin Fuel & Retail Association
- Steve Lyons - New Glarus Brewing
- Shaun Schmiling - Von Stiehl Winery
- Evan Hughes - Central standard distillery
- Tom Fonfara - Wisconsin Craft Beverage coalition
- Nick Reistad - Raised Grain Brewing Co

Registrations Against

- Mother Of Groom Wisconsin Farm Wedding Private Event Venue Sheila Everhart - Everhart Family Farms
- Event Coordinator Alyson Buchholz - Folk Song Farm
- Mrs Penny Molina - Still Point Farm
- Employee Felicia Mendoza - Mulberry Lane Farm
- Susan Rochon - Mulberry lane farm
- Attorney Skylar Croy - Wisconsin Institute for Law and Liberty
- Laura Huser - Self
- Tim Fiocchi - Wisconsin Farm Bureau Federation
- John Stolle - Self
- Policy Coordinator Michelle Ramirez-White - Wisconsin Farmers Union
- Hunter Acton - Mayer Farms Beef

Registrations for Information Only

- Ms Anne Marie - Self

April 11, 2024

**Failed to pass pursuant to Senate Joint Resolution 1**

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Patrick Kanarowski  
Committee Clerk