Senate

Record of Committee Proceedings

Committee on Universities and Revenue

Assembly Bill 304

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

June 23, 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
- Sen. LeMahieu Devin LeMahieu
- William Glass Wisconsin Brewers Guild, Craft Beverage Coalition
- State Gov Affairs Sam DeWitt Brewers Association
- Brian Boeckenstedt
- Owner Brad Schmiling Von Stiehl Winery
- Keith Kern TAVERN league of WISCONSIN
- Rep Rob Swearingen 34AD
- Mr. Zak Koga Karben4 Brewing

Appearances Against

- Owner Bonnie Keyes Mulberry Lane Farm
- Owner Pamela Pennington Bridle Barn & Gardens
- Ms Jean Bahn Farmview Event Barn

- Owner Afton Krysiak Busy Barn Farm Adventures
- Owner Greg Schauf Country Reflections
- Member David Muehl Badger Farms, LLC
- 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

Registrations For

- Lawrence Cary Handen Distillery
- President Brian Dake Wisconsin Independent Businesses
- Executive Vice President Susan Quam Wisconsin Restaurant Association
- Tom Moore Mark Anthony Brands
- Andrew Davis MMAC
- Andy Engel Anheuser Busch
- Mike Semmann WI Grocers Association
- Matthew Hauser Wisconsin Fuel & Retail Association
- Steve Lyons New Glarus Brewing
- Tom Fonfara Wisconsin Craft Beverage coalition
- Jim Kanter Central standard distillery

Registrations Against

- Mother Of The Groom Wisconsin Farm Wedding Private Venue Consumer Choice 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
- Hunter Acton
- Policy Coordinator Michelle Ramirez-White Wisconsin Farmers Union

Registrations for Information Only

• None.

April 11, 2024 Failed to concur in pursuant to Senate Joint Resolution 1

Patrick Kanarowski Committee Clerk