



WISCONSIN LEGISLATURE

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Bipartisan legislation allows for growth of Wisconsin-based brewpubs

Bill encourages local economic development and growth of craft beer industry.

(MADISON)—State Senator Fred Risser (D-Madison) and Representative Scott Newcomer (R-Delafield) announced their plan today to introduce the *Brewpub Tourism Development Act*. The legislation will modernize state regulation of brewpubs to better reflect consumer demand for craft beer and the brewpub experience. The bill is also being co-authored by Senator Dale Schultz and Representative Spencer Black.

“I am pleased to offer legislation that helps successful local businesses expand and create more employment opportunities,” said Risser. “This measure will allow Wisconsin brewpubs, like Madison’s Great Dane Pub & Brewery, to increase their beer production and operate up to six retail brewpub establishments.”

Under current state law, brewpubs are prohibited from operating more than two locations that brew and sell their own beer if they produce more than 4,000 barrels of beer annually. The legislation will increase the amount of beer brewpubs are able to produce under state law. In addition, the bill will help preserve the integrity of Wisconsin’s important three-tier system for the production, distribution and sale of beer.

Brewpubs are a growing industry in Wisconsin and I am pleased to introduce legislation that will make it easier for them to expand as a business,” said Newcomer. “Our job in Madison is to make sure entrepreneurs and small business owners have the tools available to build a successful business.”

Current brewpub regulation has already had a negative impact on Wisconsin’s craft beer industry. Due to the production limits in current law, the Great Dane Pub & Brewing Company is unable to serve their own beer at a third Great Dane location opened earlier this year.

“This legislation is a win for local independent businesses, and it’s a win for consumers who demand variety in the craft beer market,” said Eliot Butler, President of the Great Dane. “The proposal will allow for business growth and open the door for economic development, job creation and tourism opportunities associated with the brewpub and craft beer industry.”

The Brewpub Tourism Development Act is supported by the Wisconsin Beer Distributors Association, the Dane County Tavern League and the Great Dane Pub & Brewery.