

Coalition: Bipartisan alcohol regulation package advances to Senate public hearing this Thursday

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*Three-Tier Reform Encouraging Free Market Competition
Supported by Broad Coalition Spanning Wisconsin's Alcohol Beverage Industry*

MADISON – A broad coalition representing Wisconsin's alcohol industry is voicing support for comprehensive three-tier reform legislation that updates alcohol regulations and encourages free-market competition, ahead of a public hearing Thursday morning in the Senate Committee on Universities and Revenue.

The three-tier reform package, which passed the Assembly (90-4) in June with overwhelming bipartisan support, is the result of a decade of negotiations among industry stakeholders. Senate Bill 332 / Assembly Bill 304 has the support of respected associations, companies, and membership – including this broad coalition of 20 spanning Wisconsin's alcohol beverage industry – and is needed to streamline, clarify, and transition Wisconsin's alcohol laws to the 21st century.

“For too long uncertainty surrounding the state's alcohol laws has created a patchwork of regulation that is not only challenging for the industry, but could also better serve consumers,” the coalition said. “This legislation includes reforms that will streamline regulations, increase competition, and expand choices for consumers. And while stakeholders still hold differing perspectives on individual provisions contained in the bill, this negotiated package required all coalition members to find consensus and agree to finding a solution. This historic legislation is crucial to a major Wisconsin industry, which has a huge economic impact across

the state. We look forward to further conversations with the Legislature and the administration as we advocate for swift passage of this important legislation.”

[Senate Bill 332](#) / [Assembly Bill 304](#), modernizes Wisconsin’s three-tier system by providing:

- **Less bureaucratic barriers:** streamlines regulations for producers, distributors, and retailers, increases free market competition, and expands choices for consumers.
- **Clarity to three-tier system:** the proposed legislation adds consistency across regulations for brewers, brewpubs, wineries and distillers/rectifiers, and clarity to the existing three-tier system.
- **Fairness for consumers:** for too long uncertainty surrounding the state’s alcohol laws has created a patchwork of regulation that is not only challenging for the industry, but also could serve consumers better.
- **Certainty for one of Wisconsin’s vital industries:** this will ensure this vital industry to the state’s economy can continue to grow to the benefit of the state and its residents.

The reform package was introduced by Senate Majority Leader Devin LeMahieu, Senate Assistant Majority Leader Dan Feyen, and Senate President Pro Tempore Patrick Testin; and Assembly Speaker Robin Vos, Assembly Majority Leader Tyler August, Rep. Rob Swearingen, Rep. Shannon Zimmerman, and Rep. Steve Doyle.

The [public hearing](#) is scheduled to begin at 9:30 am on Thursday at Room 411 South in the State Capitol.