

February 12, 2014

To: Members of the Senate Committee on Agriculture, Small Business and Tourism
From: Senator Glenn Grothman
Re: Senate Bill 562

Thank you for the opportunity to testify in support of Senate Bill 562 relating to extending the hours for winery sales.

Current state law requires wineries to end wine sales at 9pm. Many wineries across the state host weddings, musical concerts and other special events which are curtailed due to this time restriction of sales on their property. This impedes these small businesses' ability to accommodate for the needs of those wishing to hold events at these unique and beautiful locations.

At the request of a constituent winery owner, SB 562 was drafted to allow wineries with a Class B retail license to serve wine until 12:00am midnight on their premises unless otherwise restricted by local ordinance. This will enable these small businesses throughout the state to offer more complete services when hosting events at their wineries. I have heard from several winery owners that potential event planners were turned off from using their winery as a venue due to the early end to wine service.

This bill will also allow Wisconsin wineries to attract special events, weddings and musical performers from Wisconsin and surrounding states to enjoy these beautiful venues to their full potential.

Please join me in support of Senate Bill 562 for this growing industry of hardworking Wisconsin businesses.



DAVE MURPHY

State Representative • 56th Assembly District

Senate Committee on Agriculture, Small Business and Tourism

Senate Bill 562

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Senator Moulton and committee members, thank you for hearing SB 562. I am the author of the Assembly companion bill.

As you've heard from Senator Grothman in his testimony, this bill allows the retail sale of wine to continue up until 12am instead 9pm at wineries holding a Class B license. Municipalities can still establish ordinances restricting these closing hours, but allowing wineries to sell past 9pm if the community endorses it makes so much sense.

Wineries are an important and specialized component of our economy in general, and they offer services at festive times of our lives: weddings, music events, private parties and tastings. These events tend to run past 9pm.

This bill promotes both local control and economic development. Wineries are a strong and growing business in our state, and helping them serve their customers, garner repeat business, and employ people is critical to our communities and Wisconsin as a whole.

Please consider supporting this simple yet effective legislation to make it easier to do business in Wisconsin.

Thank you.