

Key “Friend of Grocers” Vote



For more information, contact 608.244.7150
Brandon Scholz, Brandon@wisconsinagrocers.com
Michelle Kussow, MKussow@wisconsinagrocers.com

WGA Position Paper

Support Alcohol Delivery

As the demand for online grocery shopping and delivery continues to rise, Wisconsin grocers will find themselves answering to customers on why alcohol cannot be delivered along with their other groceries.

The answer is that in Wisconsin it is illegal to deliver alcohol. Wisconsin law requires that alcohol sales occur at the licensed premises, with the buyer and seller face-to-face at the time of sale.

Senator Duey Stroebel and Rep. Gary Tauchen have introduced SB 56, that would make it legal for ALL alcohol licensees—grocers, restaurants and bars-- to deliver alcohol to their customers:

- Allows retailer to deliver alcohol directly or through a third party when order is placed online or via phone.
- Deliveries can be made during the same hours as on-premise sales.
- Payment must be received on the licensed premises at the time of order. This can be in person, online or via credit card over the phone. Payment cannot be accepted at delivery.
- The person receiving the order must be 21 years old and provide proof of identity and age.
- It is the licensee’s responsibility to ensure the customer making the order is 21 or older at the time of sale and the delivery person’s responsibility for doing the same at time of delivery via electronic scan.
- The delivery personnel must be 21 years of age, must ensure the recipient is not intoxicated and must complete “TIPS” training or equivalent.
- If order is not completed, alcohol can be returned to the store.
- The following information must be kept for 1 year after delivery: Signature of recipient; Quantity delivered, Recipient’s name, Recipient’s address.

Action Requested: Please support SB 56 allowing all alcohol retailers the same opportunities to deliver alcohol.

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