

Key “Friend of Grocers” Vote



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WGA Position Paper

Please Support AB 70 & SB 56 to Clarify Alcohol Pick-up Laws

Online grocery shopping is continuing to grow as consumer’s shopping habits change. Specific to pickup of groceries, customers want to the ability to legally and easily pickup alcohol along with their groceries.

Wisconsin law does not clearly define alcohol pickup, but the Department of Revenue has determined that pickup of alcohol is legal as long as the retailer does not charge the customer’s credit card until the alcohol is picked up and the transaction is face-to-face.

Alcohol licenses are issued by the municipality and require that retailers include a definition of the premises where alcohol will be sold and it cannot be sold outside of that area. Some municipalities have allowed retailers to amend their licenses and the premises description to include parking stalls, which then allows for alcohol pickup. However, in many municipalities this request prompted ordinance changes to impose new and onerous restrictions on these sales, such as age restrictions on driver of vehicle (regardless if they were the alcohol purchaser), and maintaining photo records of vehicles for 30 days.

The WGA supports Assembly Bill 70 and Senate Bill 56, authored by Rep. Gary Tauchen and Senator Duey Stroebel, that will clarify state law to allow for alcohol pickup without additional municipal approval. Specifically, the bill would:

- Change the definition of premises to include all areas where alcohol is stored or sold, i.e. premises may include designated parking spaces.
- Specify that the order is consummated when order is picked up.
- Age checked online or via phone and verification with ID is done at time of pickup.
- Hours for pickup would include same hours as inside store sales.

Action Requested: Please support AB 70 & SB 56 to clarify alcohol pickup laws in Wisconsin.

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