

To: TLW League Leaders
From: TLW President Chris Marsicano
Date: December 8, 2017
Re: Fact Sheet Regarding Wisconsin Brewers Guild Attack on TLW

What is going on with the Wisconsin Brewers Guild? You likely received a letter from them last week in which they question the integrity of our Membership, our Executive Director our lobbyist and our Board. The Guild is not an affiliate member of the TLW and what is even more perplexing is why they would choose to offend and cast aspirations against the retailers they depend on to succeed in business. It makes no sense and is offensive to me as your new President.

The facts are clear and undisputed. The Guild supports AB 492 which would decimate the three tier system, add new liquor licenses in the state thereby devaluing your business. It would also grant liquor licenses to every brewery in the state while granting distillers retail alcohol licenses and Wisconsin wineries extended hours to sell wine and beer. It is the worst bill for Wisconsin retailers we have ever seen!!! <https://docs.legis.wisconsin.gov/2017/related/proposals/ab492>.

Despite our strong opposition to the bill – we understand the Wisconsin Brewers Guild supports AB 492 and has joined with the craft distillers and Wisconsin wineries to push for its passage. While we are disappointed to see them all working to pass a bill which will hurt our membership, we understand they can support or oppose any bill they want. What we do not understand is why they would join with the Koch Brothers funded AFP in support of AB 492 then write a letter to retailers attempting to back away from that support. The Guild cast blame on the Tavern League because we have informed our members of their position. The Guild should support the bill and defend their position or oppose the bill, but they should not try to blame the members of the Tavern League when we object to their support of the bill aimed at hurting our businesses.

It is that simple. We didn't make up their position on AB 492 – they came out in strong support and in fact said it didn't go far enough. The press conference for the bill was at the Wisconsin Brewing Company. I encourage you to contact any Wisconsin Brewers Guild member to ask them why they oppose the TLW and aim to hurt our Member's businesses as detailed in AB 492.

The bill makes the following changes to state law:

1. 10% increase in the total available "Class B" liquor licenses a municipality may issue.
2. Doubles the production capacity from 10,000 to 20,000 barrels and the number of locations from 6 to 12 for brewpub owners.
3. Doubles the capacity for a winery to be classified as "small winery" from 25,000 gallons to 50,000 gallons.
4. Allows wineries with a retail "Class B" license to remain open until 2 A.M.
5. Deletes the 2011 requirement that a distributor has at least 25 clients, and sells to at least 10 retail license holders.
6. Allows for a brewery to sell intoxicating liquor on-premise or the brewery's off-site retail location.
7. Allows for a creation of distillpub permit by Department of Revenue.

FACT SHEET ON WISCONSIN BREWERS GUILD OPPOSITION TO TLW

- Wisconsin Brewers Guild supports AB 492 – press conference at Guild member Wisconsin Brewing Company. August 1, 2017.
- Wisconsin Brewers Guild is Founding Member of Wisconsin Craft Beverage Coalition and Guild President serves as WCBC president. They all support AB 492.

“Since that memo emerged, brewers, distillers and winery owners have banded together to form the Wisconsin Craft Beverage Coalition. The Wisconsin Winery Association, Wisconsin Brewers Guild and the Wisconsin Distillers Guild are charter members of the organization.” (Milwaukee Journal Sentinel August 2, 2017) <https://www.jsonline.com/story/entertainment/beer/2017/08/02/wisconsin-legislators-want-streamline-rules-beer-wine-and-spirits/530315001/>

- “This is the first step in a multi-bill effort to modernize the state’s liquor laws,” said Glass, who also serves as the president of the Brewing Projekt brewery in Eau Claire and a member of the Wisconsin Craft Beverage Coalition board (a collaborative lobbying group of breweries, wineries and distilleries), Comments in support of AB 492 <https://www.brewbound.com/news/wisconsin-lawmakers-propose-craft-friendly-legislation>
- Despite repeated requests the Wisconsin Brewers Guild refuses to meet with the TLW unless we agree to their conditions that Executive Director Pete Madland and TLW lobbyist Scott Stenger are not allowed to the meeting. The TLW never put conditions on a meeting with the Guild and the TLW will not support conditions on any meetings with any group.
October 25, 2017, November 20, 2017
- Wisconsin Brewers Guild accuses TLW lobbyist of supporting legislation “which would levy a state imposed \$500 fine anytime a retailer went so much as one day past due on their beer bills.” Brewers Guild President in letter to TLW members. There is no bill with that language and there never was a bill with that language. It is irresponsible and wrong to make false claims about a bill which does not exist.
- Wisconsin Brewers Guild sent letter to all Wisconsin alcohol retailers disparaging the Tavern League of Wisconsin attempting to explain why they oppose Wisconsin tavern owners.
December 3, 2017.

Please take a few minutes to ask Wisconsin Brewer Guild members why they are supporting AB 492.

Members of the Wisconsin Brewers Guild

- [3 Sheeps Brewing Company](#) - Sheboygan
- [Ale Asylum](#) - Madison
- [ALT Brew](#) - Madison
- [Angry Minnow Restaurant & Brewery](#) - Hayward
- [Badger State Brewing Co.](#) - Green Bay
- [Bare Bones Brewery](#) - Oshkosh
- [Barley John's Brewing Co.](#) - New Richmond
- [Bavarian Bierhaus](#) - Glendale
- [Black Husky Brewing](#) - Milwaukee
- [Blue Heron BrewPub](#) - Marshfield
- [Brewster Bros Brewing Co.](#) - Chippewa Falls
- [Bull Falls Brewery](#) - Wausau
- [Bullquarian Brewhouse](#) - Monroe
- [Capital Brewery](#) - Middleton
- [Central Waters Brewing](#) - Amherst
- [City Lights Brewing Co.](#) - Milwaukee
- [Dead Bird Brewing](#) - Madison
- [Delafield Brewhaus](#) - Delafield
- [District 14 Brewery and Pub](#) - Milwaukee
- [Door County Brewing Co.](#) - Baileys Harbor
- [Eagle Park Brewing Company](#) - Milwaukee
- [Earth Rider Brewery](#) - Superior
- [Forgotten Fire Brewing Company](#) - Marinette
- [Fox River Brewing Company](#) - Oshkosh
- [Good City Brewing](#) - Milwaukee
- [Great Dane Pub & Brewery - Madison](#) - Madison
- [Great Dane Pub & Brewery - Wausau](#) - Wausau
- [Great Dane Pub and Brewery - Fitchburg](#) - Fitchburg
- [Great Dane Pub and Brewery - Hilldale](#) - Madison
- [Grumpy Troll Restaurant & Brewery](#) - Mt. Horeb
- [Hillsboro Brewing Company](#) - Hillsboro
- [Hinterland Brewing](#) - Green Bay
- [Hop & Barrel Brewing Company \(planning\)](#) - Hudson
- [Hop Haus Brewing Company](#) - Verona
- [House of Brews](#) - Madison
- [Inventors Brewpub](#) - Port Washington
- [Karben4 Brewing](#) - Madison
- [Knuth Brewing Company](#) - Ripon
- [Lake Louie Brewing](#) - Arena
- [Lakefront Brewery](#) - Milwaukee
- [Lazy Monk Brewing](#) - Eau Claire
- [McFleshman's Brewing Company](#) - Appleton
- [Milwaukee Brewing Company](#) - Milwaukee
- [Minocqua Brewing Company](#) - Minocqua

- [MobCraft Beer Inc.](#) - Milwaukee
- [Modicum Brewing](#) - Altoona
- [New Glarus Brewing Co.](#) - New Glarus
- [Next Door Brewing Company](#) - Madison
- [Noble Roots Brewery](#) - Green Bay
- [Northwoods Brewpub and Grill](#) - Osseo
- [O'so Brewing Company](#) - Plover
- [Octopi Brewing](#) - Waunakee
- [Oliphant Brewing](#) - Somerset
- [One Barrel Brewing Company](#) - Madison
- [Parched Eagle Brewpub](#) - Waunakee
- [Pearl Street Brewery](#) - La Crosse
- [Pigeon River Brewing Co](#) - Marion
- [Port Huron Brewing Company](#) - Wisconsin Dells
- [Potosi Brewing Company](#) - Potosi
- [PUBLIC Craft Brewing Co](#) - Kenosha
- [R'Noggin Brewing Co.](#) - Kenosha
- [Raised Grain Brewing Company](#) - Waukesha
- [Red Eye Brewing Co.](#) - Wausau
- [Rock County Brewing Company](#) - Janesville
- [Rocky Reef Brewing Company](#) - Woodruff
- [Rowland's Calumet Brewing Co.](#) - Chilton
- [Rustic Road Brewing Company](#) - Kenosha
- [Sand Creek Brewing Co.](#) - Black River Falls
- [Sawmill Brewing Co.](#) - Merrill
- [Second Salem Brewing Company](#) - Whitewater
- [Shipwrecked Brew Pub](#) - Egg Harbor
- [Silver Creek Brewing](#) - Cedarburg
- [South Shore Brewery](#) - Ashland
- [Sprecher Brewing Company](#) - Glendale
- [St. Francis Brewing Co.](#) - St. Francis
- [Stevens Point Brewery](#) - Stevens Point
- [Stillmank Brewing Co.](#) - Green Bay
- [Stone Arch Brewpub](#) - Appleton
- [Sweet Mullets Brewing Co.](#) - Oconomowoc
- [The Brewing Projekt](#) - Eau Claire
- [The Explorium Brewpub](#) - Greendale
- [The Fermentorium Beverage Co](#) - Cedarburg
- [The Hop Garden Brewing](#) - Paoli
- [The Lone Girl Brewing Company](#) - Waunakee
- [Third Space Brewing](#) - Milwaukee
- [Thirsty Pagan Brewing](#) - Superior
- [Tometown Brewing Co.](#) - Green Bay
- [Tribute Brewing Company](#) - Eagle River
- [Tyranena Brewing Company](#) - Lake Mills
- [Urban Harvest Brewing Company](#) - Milwaukee
- [Vintage Brewing Company](#) - Madison
- [Wisconsin Brewing Company](#) - Verona
- [Wisconsin Dells Brewing Co.](#) - Wisconsin Dells