

TO: Members of the Wisconsin Legislature

FROM: Paul Lucas, Director – State Government Affairs

DATE: February 14, 2018

RE: MillerCoors opposition to WI Office of Alcohol Beverages Enforcement

MillerCoors opposes the language contained in SB 801 creating a new Office of Alcohol Enforcement housed in, but autonomous, from the Department of Revenue. The Department of Revenue has been effectively and efficiently regulating alcohol in this state since prohibition and this change is unnecessary. To put it simply, MillerCoors believes we should adhere to the following:

- We should be trying to reduce unnecessary regulation, not increasing it.
- Wisconsin has operated quite successfully for almost 90 years under the current system.
- Creation of a new agency is a flawed solution in search of a problem that does not exist.
- It will increase government spending and bureaucracy.
- We have significant experience under the current system and have found it to operate reasonably and efficiently.

While MillerCoors strongly opposes this proposal, if there are in fact enforcement issues, of which MillerCoors is not aware, then MillerCoors sees the simpler, more cost efficient and better approach to be the creation of a senior level person at DOR who is dedicated to alcohol issues and enforcement. This would consist of the following:

- Create the position Director, Alcohol Beverages Enforcement reporting to the Secretary of Revenue.
- Director has authority to appoint and supervise Legal Counsel – Alcohol Beverages Enforcement.
- Current Field Agents will report all alcohol beverage issues/potential violations to the Director, Alcohol Beverage Enforcement.

Thank you for your consideration.