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| *www.IowaABD.com* | *Lynn M. Walding, Administrator* |

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|  | e - NEWS |
| *July 13, 2007* | |

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**[I. NATIONAL NEWS.](#I)**

**Anti-Smoking Pill Shows Promise In Curbing Drinking**

*Beverage News Daily*  
July 10, 2007

A single pill appears to hold promise in curbing the urges to both smoke and drink, according to researchers trying to help people overcome addiction by targeting a pleasure center in the brain.

The drug, called varenicline, already is sold to help smokers kick the habit. New but preliminary research suggests it could gain a second use in helping heavy drinkers quit, too.

Much further down the line, the tablets might be considered as a treatment for addictions to everything from gambling to painkillers, researchers said.

Several experts not involved in the study cautioned that there is no such thing as a magic cure-all for addiction and that varenicline and similar drugs may find more immediate use in treating diseases like Alzheimer's and Parkinson's.

**Sold Since August**

Pfizer Inc. developed the drug specifically as a stop-smoking aid and has sold it in the United States since August under the brand name Chantix. Varenicline works by latching onto the same receptors in the brain that nicotine binds to when inhaled in cigarette smoke, an action that leads to the release of dopamine in the brain's pleasure centers. Taking the drug blocks any inhaled nicotine from reinforcing that effect.

A study published Monday suggests not just nicotine but alcohol also acts on the same locations in the brain. That means a drug like varenicline, which makes smoking less rewarding, could do the same for drinking. Preliminary work, done in rats, suggests that is the case.

"The biggest thrill is that this drug, which has already proved safe for people trying to stop smoking, is now a potential drug to fight alcohol dependence," said Selena Bartlett, a neuroscientist with the Ernest Gallo Clinic & Research Center at the University of California, San Francisco who led the study. Details appear this week in the journal Proceedings of the National Academy of Sciences.

Pfizer provided the drug for the study, but was not otherwise involved in the research.

**Convincing Major Funders**

More often than not, smoking and drinking go together -- an observation pub-goers have made for hundreds of years. That a single drug could work to curb both addictions isn't a given -- nor is it surprising, said Christopher de Fiebre, an associate professor of pharmacology and neuroscience at the University of North Texas Health Science Center at Fort Worth.

"This is an extremely important paper and hopefully it will convince the major funding agencies that they need to examine the interactions between nicotine and alcohol to a greater extent than they have done to date," said de Fiebre, who wasn’t connected with the study.

In the new study, researchers trained rats to drink alcohol and measured the effect of varenicline once the animals became the laboratory equivalent of heavy drinkers. They found the drug curbed their drinking. Even when stopped, the animals resumed drinking but didn't binge.

Just as varenicline doesn't work for all smokers, it's highly unlikely it would for all drinkers.

**Not a Cure-All**

"Is this going to be a cure-all? No, not for smoking or alcoholism because both diseases are more complicated than a single target or single genetic issue," said Allan Collins, a professor of pharmacology at the University of Colorado who was not connected to the study.

Still, Collins, who's worked on the topic for decades, called the drug's potential use in treating alcoholism a "no-brainer." And Egli said it supports the emerging view that there is a common biological basis for addictions to both alcohol and tobacco.

As for Pfizer, the New York company has yet to decide whether to seek broader FDA approval for the drug, a spokesman said.

"Without having considerable more data on this it would be very difficult for us to say we might pursue it or not. It's almost a wait-and-see," said Pfizer's Stephen Lederer.

<http://business.bostonherald.com/businessNews/view.bg?articleid=1010368&format=&page=1>  
  
  
  
  
  
  
**Patron Seeks Connections at 'Social Club'**

Brian Morrissey  
*AdWeek*  
July 7, 2007

Patron hopes to cozy up to tequila drinkers through a new community site that solicits information of new trends, clubs and eating establishments.

The "Patron Social Club," hosted by a video avatar "concierge" in a white suit, is a forum for its customers to find and share cool experiences.

Throughout their site visit, the concierge urges visitors to contribute content around food, drinks, nightlife, cars, technology and other lifestyle areas. All submissions are vetted before they go live on the site.

Like Anheuser-Busch's Bud.tv, the Patron Social Club has a multi-step entry process, requiring visitors to enter a user name, password, date of birth, full address, e-mail, then complete a questionnaire of their interest areas and brand preferences. Beyond the legally required information, the additional steps will give visitors a more customized experience on the site, despite the extra time required to get to it, said Megan Smith, brand relationship marketing, Richards Relationship Marketing, which crafted the campaign with parent agency The Richards Group and interactive sibling Click Here.

"We've tried to make the process as simple and easy as possible," she said.

Patron is following in the footsteps of brands like Coke and MasterCard, which have tried to build community-based Web destinations around the attraction to their brands. While others have found it hard going to establish communities, Patron has a cadre of premium tequila enthusiasts who already look to it for lifestyle cues, Smith said.

"They wear it often as a symbol or declaration of uniqueness," she said.

Patron hopes to turn that affinity into a customer-relationship marketing bond with users. The site offers an opt-out to receiving Patron marketing messages.

"The focus is creating a means to provide those who are advocates of Patron an opportunity to interact, and to find out how we can help improve and better their lives with providing information on trends and social scenes," she said.

The Patron Social Club site also includes background information on the making of the company's tequila, photos from Patron-sponsored events and a tool for finding out the history of each bottle of Patron tequila via a unique number included on each product.

The site is part of the Richards-crafted "Simply perfect" campaign, which launched a little over a year ago. The effort also includes simplyperfect.com, a site dedicated to debating perfection. The idea is while all forms of perfection are open to discussion, when it comes to tequila, Patron is crowned the best without debate.

Richards is supporting the site with print ads that will run in regional and lifestyle magazines like GQ, Details and Blender. It will also use direct mail and e-mail marketing, Smith said.

<http://www.adweek.com/aw/iq_interactive/article_display.jsp?vnu_content_id=1003608487>  
  
  
  
  
  
  
**Health Alert: Aging & Alcohol**

*NBC*July 6, 2007

We all know that drinking too much alcohol can cause health problems, but did you know those problems can get worse as you get older? And we're not just talking about hangovers. Here's a look at how drinking affects you differently in your 30's, 40's and 50's.

Over a long period of time alcohol can affect every single organ in your body. Dr. Theresa Rohr-Kirchgraber says alcohol affects everything from the heart to the brain.

What happens if you drink too much in your 30's? Dr. Rohr-Kirchgraber says, "We've had a number of men in their 30's going out for drinks on the weekend and will end up with abnormal heart rhythms and have to go to the emergency room."

Also, the doctor says, "If you're in your 30's and you're a woman thinking about becoming pregnant, alcohol can adversely affect the baby."

If you drink too much in your 40s, things can get even worse. Dr. Rohr-Kirchgraber says, "In the early 40s, is a lot of times when we'll start seeing patients with high blood pressure and alcohol directly affects high blood pressure as well. It also starts to affect the kidneys a bit more too."

By the time you're in your 50's, "organs that have had toxic effect from the alcohol for so many years are really starting to have a hard time. They are already stressed by the aging process."

That includes deterioration of the heart muscles, short and long term memory loss, cirrhosis of the liver, osteoporosis and depression.

Researchers say there are benefits from drinking moderate amounts of alcohol. For example, a glass or two of wine a day can reduce your risk of heart attacks and strokes.

A small amount of alcohol in an adult can actually be helpful, but remember, everything in moderation. If your drinking is out of control, doctors say get help. There's counseling, and medications can also help reduce alcohol cravings.

<http://www.wistv.com/Global/story.asp?S=6755859>   
  
  
  
  
  
  
**Judge Warns of Default Judgment Against Alleged Wine Faker**

Cynthia Cotts  
*Bloomberg*  
July 10, 2007

Hardy Rodenstock, accused in a lawsuit of selling counterfeit wine, was told by a federal magistrate that a default judgment might be entered against him if he doesn't cooperate in discovery in the case.

The German wine collector was sued last year by billionaire William Koch, who said Rodenstock fraudulently promoted a collection of wine bottles that purportedly belonged to Thomas Jefferson. After the bottles were sold to middlemen, Koch claims he paid about $500,000 for four of them in 1988. In his complaint, Koch called Rodenstock a “con artist.''

During a hearing today before U.S. Magistrate Judge Debra Freeman in New York, Rodenstock, speaking by phone from abroad, repeatedly said, “I am getting out of this case'' through a translator.

“If this court orders that discovery go forward and you, Mr. Rodenstock, refuse to participate in that process, you can be sanctioned in various ways, including the severe sanction of a default judgment being entered against you,'' Freeman said.

Freeman gave Rodenstock two weeks to send a letter stating his intention to cooperate. She explained that if the court entered a default judgment against him, he couldn't contest his liability. Freeman said he still could appear to contest the damages, which might be $500,000 or more.

If Rodenstock didn't appear in court, Freeman said a judge would set damages based solely on Koch's testimony.

“He basically stated he's going to default,'' Koch spokesman Brad Goldstein said in a phone interview. “When he received all of our correspondence and realized what we had in our bag, he folded shop and ran.''

Koch is founder of the Oxbow Group energy company in Palm Beach, Florida.

**Jurisdiction Dispute**

Through a translator, Rodenstock said U.S. courts lack jurisdiction over him. His lawyer, Birgit Kurtz, makes that argument in a motion that is pending before U.S. District Judge Barbara Jones, who will oversee the trial if one occurs.

Rodenstock said that if a default judgment is entered against him, he will contest it in a court in The Hague.

Kurtz declined to comment.

<http://www.bloomberg.com/apps/news?pid=20601088&sid=aNzJ7zIcUsDk&refer=home>  
  
  
  
  
  
  
**Consumers Continue to trade up on US Spirits Market**

*Just-Drinks.com*  
July 11, 2007

Consumers last year continued to flock to more expensive premium and flavoured products, according to the recently published Adams Liquor Handbook 2007.

The recent offering from the Adams Beverage Group, the Adams Liquor Handbook 2007 said: "Total spirits consumption rose 3.7% last year to 176.7m 9-litre cases, marking the ninth consecutive year of such strong increases."

Adams Beverage Group vice president and group publisher Charles Forman added: "Virtually without exception, consumers are responding positively to the range of quality products for sale in every spirit category. The cocktail craze is certainly fueling much of this growth, and now people are taking inspiration from what they are served at bars and restaurants and making those drinks at home with high-end spirits, pleasing both on- and off-premise retailers."

The publication claimed that vodka, rum and Tequila continued to lead spirit sales growth last year, up more than 4.8m cases together. Vodka grew 6.8% to hit 49.4m cases, rum 3.8% to 22.9m cases and tequila 10.8% to 10.0m cases. Irish whiskey, off a much smaller base, grew the most of all, up 19.0% last year to 732,000 cases, according to the handbook.

Whisky rose with total sales of all whisky categories up 1.2% to reach 45.0m cases. Cordials and liqueurs, the third best-selling category, also posted substantial gains, up 3.2%, more than 665,000 cases, to reach 21.4m cases.

The book indicated that results showed how that, in all categories, consumers continue to drink within their favoured beverage, but opt for the higher priced super-premium brands.

As young adult consumers mature, they are fueling this trend, seeking both flavour appeal and status symbol associations. Increased marketing and advertising initiatives for these luxury products should continue to build on this positioning, according to the guide.

<http://www.just-drinks.com/article.aspx?ID=90871&lk=dm>

**II.** **INTERNATIONAL NEWS.**

**Winemakers Facing Serious Bottle Shortage**

*Just-Drinks.com*  
July 9, 2007

Wine producers in France and in Europe are having to cope with a serious bottle shortage, French industry sources have claimed.

One French wine bottle supplier put the shortage in excess of 60m units in France but a Bordeaux source said the shortfall is far greater than that, with the sector in Europe as a whole lacking 1.5bn bottles.

While small-scale winemakers have been spared the problem, for the time being at least, due to their supply arrangements with wholesalers, the bigger producers are finding it increasingly difficult to secure stocks.

The shortage can be partly explained by the restructuring that has taken place in the glass-making industry over past two years, following a slump in prices, which has led to a reduction in the number of producers.

Other factors include technical hitches in production and a two-week strike at French glass-making giant St Gobain, which affected output. The problem has been exacerbated by the exceptionally hot April which led to a surge in demand for rosés and the marked Europe-wide recovery in the wine market.

<http://www.just-drinks.com/article.aspx?id=90825&lk=alrt3&amd=3076>  
  
  
  
  
  
  
**It's Whisky Galore as Diageo plans new Distillery**

Frank Urquhart *Scotsman*July 12, 2007

A £40 MILLION plan to build Scotland's first major distillery for three decades was unveiled yesterday.

Diageo, the world's largest drinks company, believes the facility is needed to help meet anticipated long-term demand for whisky in growing markets like Brazil, Russia, India, China and Mexico.

The firm, which owns brands including Johnnie Walker, is planning to develop the country's "first distillery for the 21st century" in Speyside.

The state-of-the-art distillery will be built at Roseisle, between Elgin and Forres, where Diageo already operates a major maltings facility.

Confirmation of the Diageo investment is the second major boost in less than a fortnight for the heartland of Scotland's whisky distilling country.

Perth-based firm Edrington earlier this month announced plans for a multi-million-pound investment in six additional whisky maturation warehouses next to its existing Macallan distillery on Speyside.

Both investments reflect the sustained growth in the worldwide whisky business after sales rose by four per cent last year to £2.5 billion.

Diageo's new planning application is part of the company's £100 million expansion plan for Scotland announced in February. It will see approximately £80 million spent on expanding capacity in malt and grain distilling, with £20 million dedicated to packaging and warehousing.

A spokesman for Diageo said: "The building of a new distillery, using the most modern environmental and distilling techniques, comes at a time of sustained growth in Diageo's Scotch whisky business worldwide.

"Subject to planning consents, it is hoped that construction of the new malt distillery, producing single malt spirit for a range of Diageo's blended Scotch whiskies, will begin this year with the distillery opening in early 2009. On that schedule, the first mature spirit from the distillery would be available from 2012."

The distillery is billed as being the "most energy efficient" development of its type and will aim to be water and fossil fuel neutral. It is expected that the facility will create around 25 new jobs.

Bryan Donaghey, the managing director of Diageo Scotland, said the investment in Moray underpinned the company's commitment to Speyside and to Scotland as a whole.

He added: "It is an investment that is essential to the long-term strategy for the development of our business here and has been made possible by the close and constructive relationship we have nurtured with Moray Council, the wider local community and other key stakeholders.

"With this new state-of-the-art distillery we aim to meet demand well into the future - a good deal for the local area, the Scotch whisky industry and the Scottish economy."

Diageo already employs more than 4,000 people north of the Border and currently operates 27 malt distilleries and two grain distilleries.

David Williamson, a spokesman for the Scotch Whisky Association, said the Diageo investment reflected the industry's growing confidence.

He said: "You have got export growth worldwide both for single malt Scotch whisky and for blended Scotch whisky. That export success is supporting investment across the industry and that is good news for the Scotch whisky industry and the wider Scottish economy."

**The Green Distillery**

The proposed Roseisle complex is expected to be Scotland's most environmentally friendly distillery.

It has been hailed by Brian Higgs, Diageo's malt distilling director, as the "distillery of the future".

The 14 copper whisky stills will be of traditional design, as will the mashing tuns where the sugar is extracted from the malted barley before yeast is added, and the "wash backs" in the second stage of the fermentation process.

Mr Higgs said: "We are using all of the expertise and traditions we have learned over the years and building that into a distillery for the future. The real breakthrough design is what we are putting into the support plant from an environmental perspective.

"This will be the most environmentally advanced malt distillery in Scotland."

The design includes plans to link the nearby maltings to the distillery and to reclaim water used in the distilling process and pump it back to the maltings to be used in the making of the malt.

Diageo also plans to burn the draff - spent grains left after the whisky-making process - to provide 60 per cent of the steam required to produce whisky.

<http://thescotsman.scotsman.com/index.cfm?id=1083282007>

[**III. IOWA NEWS.**](#II)

**Sioux City Minors Could Face Stiffer Fines for Underage Drinking**

*KMEG*  
July 9, 2007

Minors who purchase or attempt to purchase alcohol could face tough penalties in Sioux City.

New fines range from $65 to $500 for alcohol violations. Minors could face up to 30 days in jail if caught trying to buy alcohol.

Before this change, fines were around $100.

<http://www.kmeg14.com/news/local/8363812.html>  
  
  
  
  
  
  
**Boaters Behaved over the Fourth, Officials Say**

July Probasco-Sowers  
*Des Moines Register*July 9, 2007

Boaters behaved themselves pretty well on the Iowa Great Lakes over the past holiday week, which was bisected by July 4.

Water patrol officers arrested three people for boating while intoxicated during the 10 days that started on June 30 and ended Sunday (July 8), said Conservation Officer Gary Owen, who oversees water patrols at East and West Okoboji lakes and several others which make up the Iowa Great Lakes system.

“I would say we had a pretty successful week,” he said. “Those low numbers for a holiday week show there are a lot of people out there who are being responsible. Sure, there are some people out there drinking, but about half the boats we stopped had designated drivers and were being very careful."

Water patrol and conservation officers conducted a boating while intoxicated check on Friday night. “We stopped 57 boats and had only one BWI arrest,” Owen said.

Although there were no boat crashes reported over this holiday period at the lakes, there were three personal injury accidents and one drowning, Owen said.

The drowning occurred when a person fell out of a slow-moving boat. The driver of the boat was one of the three people arrested for boating while intoxicated. The drowning, which occurred after a group of people left a lakeside bar, is still under investigation.

The personal injury accidents consisted of two girls riding a personal watercraft, jumping a wave and hitting their heads together; a man breaking his leg while skiing, and a woman hurting her back while tubing behind a boat.

Boating safety, particularly as it relates to alcohol use, has come to the forefront since a deadly accident in August 2005 that killed a Perry dentist. The number of water patrol officers and the number of boat checks have increased since that time.

An attempt to pass a bill to lower the boating while intoxicated blood alcohol limit to .08 from .10 to match Iowa’s law for vehicle drivers did not pass out of the Iowa Legislature. Still, according to U.S. Coast Guard Statistics, Iowa was the safest state for boating in the a 22-state region in 2005.

Iowa’s statistics show that about one-fifth of all boating accidents in the last three years have been related to he use of alcohol.

Statewide statistics for the same period were not available on Monday.

<http://desmoinesregister.com/apps/pbcs.dll/article?AID=/20070709/NEWS/70709034/1001/COMM02>  
  
  
  
  
  
  
**State Liquor sales set Another Record**

Darwin Danielson   
*Radio Iowa*  
July 11, 2007

Iowans' continue buying more expensive alcohol drinks over beer -- leading to another record sales year. Lynn Walding oversees the Alcoholic Beverages Division and says sales of "spirits" jump up double digits in the fiscal year that ended July 1st.

Walding says the sales of hard liquor went up 10.5%, compared to wine which was up seven percent and beer, which was up only one percent. Walding says the state took in a record of nearly 177-million dollars in wholesale liquor sales, surpassing the 165-million dollars last year.

Walding says younger Iowans continue driving sales. He says the 21 to 29-year-old group continues growing two-percent a year as more Iowans reach the legal drinking age, and that age group continues buying spirits. He says that age group is also doing what's known as "trading up" -- or buying more expensive brands. Walding says as customers buy more expensive alcohol, the amount of tax paid goes up, increasing the state's take.

He says liquor makers have done a good job of targeting the young drinkers by constantly introducing new flavors of alcohol, and marketing the products the same as beer. Four new casinos have opened up in Iowa and Walding says that does have some impact on alcohol sales.

Walding says new casinos do create a new "pipeline" for alcohol and an increase in sales, "I wouldn't say it's significant, but it does add to the total volume of sales in Iowa." Walding says the dynamic growth in alcohol sales is unique when you look at the overall population trends.

"Iowa has experienced consistent growth now (in dollar sales of alcohol) for 12 straight years and there does not appear to be an end in sight," Walding says, "What's interesting, a lot of that growth is coming without any population growth. Rather it's the growth within that population that can consume, specifically the 21 to 29-year-old group." Walding says the increase in dollar sales benefits the state.

Walding says the Alcoholic Beverages Division transferred just below 90-million dollars to the state's general fund, so the sale of alcohol generates roughly three percent of the state's overall revenues. Walding says the alcohol business continues to be "economy proof" as sales don't seem to be impacted by higher gas prices or other increases in costs.

<http://www.radioiowa.com/gestalt/go.cfm?objectid=B220BEE9-9E89-6C2C-E5DA51233D84870C>  
  
  
  
  
  
  
**Wine sales up as Consumers Become more Educated**

Darwin Danielson   
*Radio Iowa*  
July 11, 2007

Wine sales increased by seven percent in Iowa in the last fiscal year that ended in July. Lynn Walding, the administrator of the Iowa Alcoholic Beverages Division, says the increase continues a trend. Walding says wine has continued to have "significant growth," and he says the average price paid for wine has probably gone up. He says you'll now see wine at the end of the aisle in retail stores where customers can easily acquire it.

Walding says more information has helped consumers feel more confident about purchasing wine. Walding says wine has a "more mature draw" and is marketed to older adults who have maybe shifted from beer. "Some of the resistance to going into wine in the past has been the necessary education to understand it," Walding says, "it's and easier product to understand nowadays, with the packaging and all the critter names."

Walding says wines made in the state are part of the new interest in the beverage. He says Iowa wines continue to be a popular choice among consumers, and there are a lot of educational programs going on. Walding says Des Moines Area Community College for example, is holding a "Wine and Swine" event to talk about wine and pork together, and he says the state has done some things to help wineries.

Walding says the wineries in the state contribute to the increasing understanding of wines by the consumers. Walding says, "The advantage of an in-state winery is that they're able to not only provide the product to consumers, they're able to educate the consumers." Iowa now has over two dozen wineries in the state.

<http://www.radioiowa.com/gestalt/go.cfm?objectid=B622E5B4-ACCD-47EF-5E9A0C4EEC700C00>  
  
  
  
  
  
  
**Amateur Fighting Proposal Vetoed**

Hieu Pham  
*Iowa City Press-Citizen*   
July 11, 2007

By a narrow vote Iowa City Council members voted down a proposal that would have eased restrictions on its proposed ban on amateur fighting in city drinking places.

"The law drafted inadvertently covers true and legitimate amateur boxing," local amateur boxing coach Adam Pollock said at Tuesday's formal meeting.

Pollock is certified through USA Boxing, the national governing body of amateur fighting in the country. He said the council is responding to concerns about the Union Bar's unregulated Fight Night event, which does not feature recognized amateur fighting.  
Since March, the downtown Iowa City bar, at 121 E. College St., has been hosting the popular mix of amateur boxing, ultimate fighting and mixed martial arts -- a combat sport that combines a variety of techniques including striking and grappling.

Pollock said Fight Night has featured mainly mixed martial arts, not amateur boxing.

"I don't think amateur boxing should be penalized by what the Union did," he said.

Instead, Pollock suggested that the proposed code make exemptions to amateur boxing events sanctioned by USA Boxing, including some regulated by the state.

Council members Amy Correia, Dee Vanderhoef and Connie Champion supported the amendment. Iowa City Mayor Ross Wilburn and councilors Mike O'Donnell, Regenia Bailey and Bob Elliott did not.

"The issue has been about regulation," Correia said.

Opposing councilors maintained that the message was to distance amateur fighting from drinking establishments.

"Our concern didn't end with regulation. ... It included the environment where alcohol is prevalent," Bailey said.

Pollock said he didn't want to be restricted by code to only seek non-drinking venues. However, Elliott and Wilburn said there are plenty of other venues to host amateur fighting.

This was the second vote on the ban. The council will meet July 24 to make its final vote.

<http://www.press-citizen.com/apps/pbcs.dll/article?AID=/20070711/NEWS01/707110322/1079>  
  
  
  
  
  
  
**Man Sentenced to 10 years for Death of UI Students**

*Associated Press*  
July 10, 2007

A man who pleaded guilty to two counts of vehicular homicide in the deaths of two University of Iowa students has been sentenced to 10 years in prison.

Rudolph Huebner, 22, of Tabor, also was ordered to pay $150,000 each to the estate of Mark McCloy, 21, of Carmel, Ind., and Brooke Walton, 19, of Cedar Falls.

Huebner was accused of being drunk when he crashed into a vehicle near Underwood in southwest Iowa on March, 18, 2006, killing McCloy and Walton.

They were among a group of students returning from a trip to Colorado over spring break.

Pottawattamie County investigators said Huebner was driving 97 mph with a blood alcohol level of 0.18 percent — more than twice the legal limit.

He pleaded guilty to the vehicular homicide charges in May.

A Pottawattamie County District Court judge also suspended Huebner's drivers license for six years.

<http://www.press-citizen.com/apps/pbcs.dll/article?AID=/20070710/NEWS01/70710005/1079>  
  
  
  
  
  
  
**Iowans hit the Bottle 10 Percent more in 2006**

Todd Dorman  
*Globe Gazette Des Moines Bureau*  
July 12, 2007

Iowa's steadily growing thirst for hard liquor shows no sign of slowing, according to new state figures.

Wholesale liquor sales rose for the 12th-straight time during the fiscal year that ended June 30, according to the Iowa Alcoholic Beverages Division, to a record $177 million. That's a 10.35 percent jump over the previous fiscal year.

Iowans bought nearly 4 million gallons of spirits - a sea of state-regulated booze that does not include beer and wine. In 1998, Iowans bought 2.6 million gallons.

That's still a far cry from beer consumption, which stands at roughly 76 million gallons annually. But beer sales in Iowa grew by only 1 percent during the just-completed fiscal year.

"Make no mistake about it, beer is still king in Iowa," said Lynn Walding, administrator of the division. "The vast majority of consumption is beer. But it's now trending the other way, toward spirits and wine."

The state's take from alcohol sales jumped to nearly $90 million. Much of that money is poured into the state general fund.

Several factors are behind the increase in hard liquor sales.

Walding said drinkers age 21 to 29 - the largest alcohol-consuming demographic group in Iowa - are driving a growing demand for cocktails.

Liquor companies, Walding said, are working hard to quench their thirst with trendy new flavors and pricier premium brands. Premium vodka, rum and tequila brands are gaining market share.

"They've been making more money and so has the state," Walding said.

One sign of those changing tastes is the fact that Captain Morgan spiced rum, a favorite among younger drinkers, was the No.1 selling brand in Iowa during the first six months of the fiscal year.

It displaced longtime No. 1 Black Velvet Canadian whiskey, which rallied to end the year as the state's top brand.

There are also more places to buy spirits. Iowa is home to 550 state-licensed retail outlets, up from roughly 500 three years ago. There is now an outlet in every Iowa county, Walding said.

And Walding contends that Iowa's growing fleet of casinos has impacted sales as new operations stock their shelves and gamblers belly up to the bar. Border casinos also bring in out-of-state drinkers.

"It's the tourism aspect. Consumption of alcoholic beverages is certainly part of that entertainment," Walding said.

**IV.** **OTHER STATE NEWS**

**Girl, 11, Charged with DUI after high-speed Chase (Alabama)**

*CNN.com*  
July 6, 2007

Police who chased a car for miles along a highway at speeds up to 100 mph said the driver was drunk, hardly a rarity in this resort town. But there was more: When they looked inside the flipped vehicle with guns drawn, they found an 11-year-old girl at the wheel.

"You go up there thinking it's a felon you're dealing with," assistant police Chief Greg Duck said.

The girl, who was slightly injured in the crash, is now charged with driving under the influence of alcohol, speeding, reckless endangerment and leaving the scene of an accident. Duck said she sideswiped another vehicle during the roughly 8-mile chase.

The chase began around 10:30 p.m. Tuesday when a patrol officer near the Florida line saw the car speeding west along a beach highway, Duck said. When the officer flicked on his lights, the driver sped up. The girl rolled the car just inside the Gulf Shores city limit.

Duck said the girl, whose name was not released because of her age, told police she was on her way to pick up her sister at a concert.

Investigators found no alcohol in the car but believe the girl drank before getting behind the wheel of the car, which belongs to relatives.

Duck declined to release the girl's blood alcohol level but said a blood test at the hospital showed it was higher than .02, the legal limit for minors.

<http://www.cnn.com/2007/US/07/06/child.driver.chase.ap/index.html>  
  
  
  
  
  
  
**Attempt Fails to Keep Wichita from Selling Liquor on Sundays (Kansas)**

*Associated Press*

July 7, 2007

Liquor and convenience stores in the state’s largest city can start selling alcohol on Sundays after an attempt to force a citywide vote on the measure failed this week.

While the Wichita City Council approved the expanded sales in April, opponents tried to force a citywide vote to keep Sundays dry.

About 8,170 petition signatures were submitted, but Sedgwick County elections officials only accepted 4,200 as valid. To force a vote, 6,701 valid signatures were needed.

Elections Commissioner Bill Gale said some of the invalid signatures came from people who either don’t live in Wichita or weren’t registered voters. Others had discrepancies between voter registration information and what was on the petition, he said.

“We did everything that we were supposed to do,” said Wade Moore, the pastor of Christian Faith Centre, who led the effort. “I just wish more people had gotten out and gotten behind it.”

In Kansas, cities and counties have been allowed to approve Sunday alcohol sales since 2005, but the issue can be pushed to a public vote if opponents gather enough signatures.

More than 50 cities approved full-week sales by 2006. However, the serious discussion about the issue didn’t surface in Wichita until last fall.

In Wichita, liquor stores and retailers will be able to sell packaged alcoholic beverages from noon to 8 p.m. on Sundays.

Alcohol sales still won’t be allowed on Easter, Thanksgiving and Christmas.

Some store owners said they hope the expanded sales will improve business and keep fewer people from driving outside city limits to spend money on Sunday liquor.

“It’s good for the customers; it’s good for Wichita,” said Ron Groves, a vocal supporter of Sunday sales and owner of Groves Discount Wine & Liquor.

<http://www2.ljworld.com/news/2007/jul/07/attempt_fails_keep_wichita_selling_liquor_sundays/>  
  
  
  
  
  
  
**WSWA Announces for Maine’s Right to Require Face-to-Face Transactions for All Alcohol Sales (Maine)**

**WSWA Rejects Position That Alcohol and Books be Treated the Same**

*WSWA*

July 10, 2007

The Wine & Spirits Wholesalers of America, Inc. (WSWA) today announced the filing of an amicus brief with the U.S. Court of Appeals for the 1st Circuit in support of a lower court ruling which upheld Maine’s right to ensure strong and effective control of alcohol within its borders.

In March 2007, the U.S. District Court in Maine upheld that state’s laws requiring that alcohol be sold from producers to distributors to retailers, and then to consumers in a face-to-face transaction. The American Beverage Licensees, the Presidents’ Forum of the Beverage Alcohol Industry and the National Beer Wholesalers Association joined WSWA in its amicus filing.

“WSWA is pleased to be joined by other responsible industry groups in this amicus brief which supports a state’s right to require a face-to-face transaction for all alcohol sales,” WSWA President and CEO Craig Wolf said. “This commonsense safeguard is fully consistent with the Supreme Court’s Granholm decision since Maine’s on-premise sales requirement is applied equally to in-state and out-of-state wineries.”

In rejecting a lawsuit filed by an Oregon winery attempting to legalize unaccountable Internet, mail and telephone sales, the U.S. District Court in Maine reasoned that Maine’s current law did not “impose any cognizable burden on interstate commerce that could possibly outweigh the putative local benefit of regulating minors’ access to alcohol.”

The plaintiffs in the case asserted that alcohol should essentially be deregulated and treated no differently than any other consumer product, arguing in their brief to the 1st Circuit that “the fact that the product in this case is wine rather than books is irrelevant.”

“Such a position defies common sense,” Wolf said. “Most reasonable people would agree that buying alcohol should require greater accountability than buying a book. That’s why alcohol sales—unlike book sales—are restricted to adults and are enforced with ID checks.”

In its amicus filing, WSWA also noted that Maine’s enactment of vigorous laws to prevent minors’ access to alcohol was consistent with the view of Congress expressed in the Sober Truth on Preventing Underage Drinking Act (STOP Act) passed in December 2006. In that bill, Congress emphasized that states “have a responsibility to fight youth access to alcohol and reduce underage drinking. Continued [s]tate regulation and licensing of the manufacture, importation, sale, distribution, transportation and storage of alcoholic beverages are clearly in the public interest and are critical to promoting responsible consumption.”

In its earlier filing defending the decision below, the state of Maine explained that the face-to-face sales requirement “serves Maine’s important interest in restricting the ability of minors to obtain alcohol. The anonymity of the Internet makes age verification difficult and there is simply no substitute for an in-person sale where the seller can confirm the buyer’s age.” Maine’s brief also pointed out that “there is evidence … that carriers do not perform age verification even when the shipper has requested that they do so.”

“Maine recognizes that the state has a responsibility to ensure that alcohol does not end up in the hands of minors—something that cannot be prevented when sales occur without face-to-face transactions at the source,” Wolf noted. “WSWA is proud to support states that recognize their responsibility under the 21st Amendment to ensure accountable and responsible distribution practices.”

A decision from the U.S. Court of Appeals for the 1st Circuit is not expected until sometime later this year.

<http://www.wswa.org/public/media/20070710.html>

**Walsh Proposes Booze sales Tax (Massachusetts)**

David Ertischek

*GateHouse News Service*

July 4, 2007

West Roxbury - Substance abuse is a problem in Massachusetts, and State Sen. Marian Walsh has an idea that would provide treatment and prevention services.

Currently in the commonwealth, there is no sales tax applied to anyone purchasing alcoholic beverages from a package store, unlike when an alcoholic beverage is purchased in a bar or restaurant.

The sales tax is 5 percent, and according to the Executive Office for Administration and Finance, Massachusetts would garner $92.3 million in fiscal 2008 if the sales tax exemption for off-premises alcohol sales were lifted.

Walsh's bill would create a Substance Abuse Health Protection Fund that would provide treatment and prevention services for those in need of substance addiction treatment.

"We currently spend billions of dollars more on problems created by substance abusers than on actually treating the patient," said Walsh. "By funding the treatment and prevention of substance abuse, we will both solve a rapidly worsening public health crisis and lift the burden on publicly funded services."

The proposed fund would be administered by the Department of Public Health, which would help individuals who do not have public or private health insurance for such treatments. The Department of Corrections, Department of Social Services, the Department of Youth Services and the Office of the Commissioner of Probation would all be provided funds.

Currently there are 44 states, and the District of Columbia, that have off-premises alcohol sales taxes. Many of them use this tax for substance abuse treatment.

<http://www.townonline.com/roslindale/homepage/x288035346>

**Nightlife Proposal Loses 'Teeth' (North Carolina)**

Bertrand M. Gutirrez

*Winston-Salem Journal*

July 7, 2007

The city of Winston-Salem has made big changes to its proposed nightlife ordinance after an official of the Triad Municipal Alcohol Beverage Control Board warned that it conflicts with state law.

Under the draft ordinance that will go before the Winston-Salem City Council’s public-safety committee Monday, the city still could impose requirements on nightlife businesses - those that sell alcohol as a primary source of revenue.

To get a permit, such businesses would have to abide by new rules concerning parking, security and noise.

If the business failed to comply, the city could suspend the permit and bar it from serving food or providing entertainment, but it would not be able to prohibit its sales of alcohol.

Dropping the provision that would allow the city to punish nightlife businesses by banning alcohol sales would be a significant snag in the city’s push to clamp down on nightclubs and bars, and comes five months after police Sgt. Howard Plouff was fatally shot in the parking lot of a nightclub on Jonestown Road.

Mayor Allen Joines said yesterday that the latest version of the ordinance is a “fairly significant change.”

“I would say it is a step in the right direction, but it certainly takes some of the teeth out of it,” Joines said.

The changes to the proposed ordinance came after Jim Waddell, the president of the Triad Municipal ABC Board, pointed out some potential flaws.

Waddell told city officials in an e-mail Tuesday that he had “serious doubts” that the previous draft of the ordinance “could stand under court review.” It conflicted with N.C. General Statute 18B, a state law that “clearly prohibits local ordinances from establishing additional rules, permits or fees upon mixed-beverage permittees,” he said.

The e-mail was sent to City Manager Lee Garrity, Police Chief Pat Norris, City Attorney Ron Seeber, Mayor Allen Joines and other ABC officials. It was obtained by the Winston-Salem Journal through state open-records laws.

Seeber said that the latest changes to the proposed ordinance dealt with the questions that Waddell raised. Julie Risher, the police-department attorney who helped write the earlier proposal, declined to explain why the section of state law that Waddell noted had not previously been taken into account.

Council Member Vivian Burke, who is the chairwoman of the council’s public-safety committee, questioned why Risher met with affected business owners in the last few weeks to discuss the previous draft ordinance without making sure that it was in compliance with state law.

“The first order of business is to research this and to make sure that it does not run in conflict with state law,” Burke said. “They should be embarrassed if someone else had to call it to their attention.”

Many owners came out of those meetings with concerns that the ordinance could give the city too much power to shut them down. City officials have said that the action is being proposed because they want to find a way to regulate the city’s growing nightlife economy.

Along with the expansion of local nightlife, several violent incidents have occurred this year. After Plouff’s death, there were two other shootings at nightclubs, including a homicide at the Paper Moon Gentlemen’s Club and a triple shooting at the Rubber Soul, a Burke Street club that has since closed.

Council Member Dan Besse said that the latest ordinance went a long way to deal with the city’s concerns because it still would allow the city to stop a business from serving food or providing entertainment such as music and table games.

“It still ought to address the problem spots that I have been most concerned with,” Besse said. “Most of the nightspots are not creating problems. If you’re not experiencing violent problems now, you shouldn’t have anything to worry about.”

The public-safety committee is scheduled to review the ordinance in a public meeting at 5:30 p.m. Monday at City Hall. Richard Emmett, who runs the Garage on Trade Street, said he is trying to organize a group to protest the proposed ordinance at the meeting.

Emmett was unaware of the recent change that would soften the proposal.

“I’ll have to see it in writing before I say anything about it,” he said.

<http://www.journalnow.com/servlet/Satellite?pagename=WSJ%2FMGArticle%2FWSJ_BasicArticle&c=MGArticle&cid=1173351915802&path=!news!today>  
  
  
  
  
  
  
**Ruling Blocks Direct Sales of Wine from Producers to Stores, Restaurants (Oklahoma)**

Trisha Evans *NewsOK.com*

July 10, 2007

Gene Clifton, owner of Canadian River Winery & Vineyard near Norman, has more on his mind than this year's grape harvest.

He's worried his business will go belly-up because of a recent court ruling prohibiting wineries from selling directly to retailers and restaurants. For Clifton, direct distribution makes up 65 percent of his sales.

"Like most wine makers, we based our business plan on outside sales, so now we're stuck,” he said. "It's almost impossible to make up that kind of hit.”

In 2000, Oklahoma voters approved a measure that made wine makers exempt under Oklahoma liquor laws, which require all alcohol manufacturers to sell through a wholesaler.

But a change came after three large liquor wholesalers sued the Alcoholic Beverage Laws Enforcement Commission in federal court last year. In November, a federal judge ruled the provision was in violation of interstate commerce laws. He gave the Legislature six months to fix it, but lawmakers failed to directly address the issue during the 2007 session. So on June 15, the judge ruled in favor of the wholesalers, striking down wineries' exemption and upholding a three-tier system for alcohol distribution.

Liquor wholesalers argue the three-tier system reinforces the way Oklahoma taxes, regulates and enforces alcohol laws. Winemakers say reverting to the pre-2000 law burdens the fledgling wine industry and puts the reins on agritourism, with vineyards and wineries playing a major role. Winemakers statewide also fear wholesalers will overlook newer, less established wineries and their brands. They also say wholesaler costs — about 22 percent — will cut too deep into their profits.

Mike Greenfield, co-owner Greenfield Vineyard and Winery, said the new regulations are prohibitive for startup vineyards that only produce a few thousand bottles of wine a year. His vineyard, for example, doesn't produce enough to offer large discounts to stay competitive, he said. He already discounts 33 percent to compensate for the retailer's mark up; an additional discount would be cost-prohibitive.

"Even if we wanted to use a wholesaler at this point, they don't have to use us. It's a huge hardship. My prediction is there're going to be wineries that go out of business,” Greenfield said. "We invested everything we had — bet the farm basically — that we were going to be able to directly distribute, so that if traffic was low a particular month we could hit the retail market hard, but we can't do that ... unless we use a wholesaler and we can't make any money that way.”

Alexander said a few wholesalers are placing orders with the wineries that are posting their prices with them. Alcohol manufacturers are required to post their prices to wholesalers every month. Those who waited to hear the federal judge's ruling probably will post July 15 in order to make the deadline for Sept. 1 orders.

Alexander said Oklahoma City-based Central Wholesale Liquor Co. has placed orders with the eight wineries that have posted prices.

"As far as I know, every major wholesaler in the state is carrying Oklahoma wines right now and has ordered Oklahoma wines. Now that doesn't mean that they'll order every specific brand,” he said.

Alexander said many Oklahoma wineries don't have enough demand for their products, and that's not the fault of the wholesalers or the Legislature.

Besides direct distribution, many Oklahoma wineries also were shipping their products. In April, Gov. Brad Henry signed into law HB 1753 which made it illegal for wineries to ship in state. Wineries are still able to ship products out of state, but most say they don't have a need to.

"This was not specific to stop Oklahoma wineries. This was specific to stop anyone else from shipping directly,” Alexander said. "If Gallo and other wineries could ship directly to consumers, it would absolutely affect wholesalers. We can't allow Oklahoma companies to do something that California companies or Arizona companies are not allowed to do.”

Gary Butler, president of the Oklahoma Grape Growers and Wine Makers Association, said wholesalers are concerned more about the future of their industry than the 53,000 gallons of wine Oklahoma wineries sold last year. The group Oklahomans for Modern Laws is trying to legalize the sale of strong beer and wine in grocery and convenience stores, and is making headway on a petition that could put the issue before voters.

"The wholesalers, I think, are primarily concerned about losing revenue with the large retailers if it does get in grocery stores,” he said. "I think they're more concerned about leaving the door open for large retailers to bypass (the wholesalers).”

Recently, Costco, a large discount chain, challenged alcohol distribution laws in Washington state and won the right to order directly from wineries. But Butler is most concerned that the law will cause small wineries to go out of business and make it difficult for people to enter the industry.

"Self distribution is crucial,” he said. "It gives small farm-based wineries an opportunity to build their businesses without huge capital investment.”

For seven years, winemakers have enjoyed self distribution, and the fledgling industry grew from two wineries to 45 licensed wineries, said Marta Patton, deputy director of the ABLE Commission, the agency that regulates Oklahoma's liquor laws.

"It's a trade off. It costs them. They make probably less for their wine because there's a markup when it goes through the (wholesaler), but if someone wants it, they're willing to pay for it. That's supply and demand.”

Much like the wine they grow, Patton said winemakers are a "resilient” group of people and will survive.

"I know this is a setback for them in their minds, but I also know the system is set up to help them,” she said.

Rewriting the law to include production caps could help appease winemakers and distributors, said Rep. Jeff Hickman, R-Woodward. He wrote one bill that would have required wineries that produce more than 10,000 gallons a year to use a wholesaler.

Hickman said he is hopeful that the wholesalers and winemakers can reach common ground next session. But he doesn't have much hope for overhauling the entire alcohol distribution system.

<http://www.newsok.com/article/3080022/>  
  
  
  
  
  
  
**Virginia Named a top Wine Region in the World (Virginia)**

*CBS*

July 11, 2007

Travel + Leisure magazine has named Virginia one of the top five new wine destinations in the world. The state is the only American region featured in July's "Wine-Lover's Guide" article, which highlights up-and-coming destinations for travelers passionate about wine, food, and new experiences.

Bruce Schoenfeld, the magazine's wine editor cites Virginia's wineries, authentic cuisine, and accommodations as reasons for putting Virginia on the list.

"If you're a wine lover, you are going to love going to Virginia's wineries," Schoenfeld said. "It's not just the wineries but also new restaurants, B&Bs and inns that make Virginia such a great destination."

Schoenfeld's article highlights wine regions in Central and Northern Virginia, including Barboursville Vineyards, Breaux Vineyards, and Linden Vineyards. Recommended cuisine and accommodation destinations include Boar's Head Inn, 1804 Inn & Vineyard Cottage, Grandale Farm Restaurant, Inn at Little Washington, and Palladio.

Virginia Tourism Corporation President and CEO Alisa Bailey says the article does a good job of conveying what makes wine travel in the Commonwealth special. "Virginia is one of the only wine destinations that offers a kayak trip to a winery or combines bluegrass with wine tastings," Bailey said. "It's these unique experiences that are drawing more and more wine lovers to Virginia."

There are 130 wineries in Virginia, ranking it fifth in the nation for number of wine producers. October is designated by the state as Virginia Wine Month.

In addition to Virginia, Travel + Leisure also covers regions in Italy, Spain, Chile, and New Zealand.

**Sunday Liquor Sales Expanded by 29 Stores Beginning July 15 (Washington)**

*Washington State LCB*

July 6, 2007

Another 29 state liquor stores will open for Sunday sales beginning July 15.  Sunday sales liquor stores are open from noon to 5 p.m.  Contract liquor stores may open on Sundays at their discretion.

In 2005, the Legislature directed the Liquor Control Board to institute a pilot program to allow 20 state liquor stores to open for limited hours on Sundays.  The pilot program returned $7.5 million in revenue for state and local programs.

The 2007-2009 state operating budget expands Sunday liquor sales by another 29 state liquor stores.  The original 20 state liquor stores will remain open on Sundays, bringing the total number of state stores open on Sundays to 49.

The Liquor Control Board made geographical representation its top priority as it chose the additional stores to be open the extra day.

<http://www.liq.wa.gov/releases/pr070706.asp>

**Area Officials Propose Reprieve from Liquor-License Limbo (Wisconsin)**  
**State-imposed limits best left to communities, they say**

Patti Zarling   
*Green Bay Gazette*  
July 8, 2007

Many local leaders say if restaurants would like to serve customers a cocktail with their steak, seafood or burger, the state has no right to cut them off.

Under current state law, communities must limit the number of Class B liquor licenses they issue, and that often means a waiting list for folks interested in serving booze at their taverns or restaurants.

Now some local officials are getting behind a proposal that would exempt "full-service" restaurants from limits. It makes sense, say leaders in communities like Ashwaubenon and De Pere, which usually have waiting lists for available licenses. Opponents, though, say exempting certain businesses would hurt current establishments and would render existing licenses less valuable.

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| bilde?Site=U0&Date=20070708&Category=GPG0101&ArtNo=707080666&Ref=AR&Profile=1207&MaxW=300 |
| Kurt and Joy Van Remortel of De Pere have a drink before their dinner Thursday at Andrew's restaurant in De Pere. A proposal would eliminate full-service restaurants from liquor license limits in municipalities. |

The proposal sounds good to local restaurant owner Kevin Flatley.

"A lot of restaurants can't make it if they don't also serve alcohol," said Flatley, who owns Andrew's restaurant and the James Street Inn in De Pere and Howard Johnson in Ashwaubenon.

"It makes it difficult for them to succeed. We're a growing area; I think we need to rethink these rules. It's kind of like zoning. If cities have a right to decide where they want churches or houses, they should have a right to decide how many bars or restaurants they want."

The state has imposed limits on liquor licenses since pretty much after Prohibition days. The rules in question, which have been modified over the years, concern Class B licenses. A Class B license gives businesses permission to sell liquor consumed on site. There are other licenses for other kinds of liquor sales or for retail stores that sell alcohol.

Under state law, each community has a certain allowed number of regular Class B licenses, and a certain number of reserve licenses that are issued based on a state formula. Reserve licenses are sold for $10,000 to $20,000 each, although some communities, such as Green Bay, offer grant money to offset much of the cost of a reserve license in order to encourage development.

**Businesses must wait**

Once a municipality has reached its limit, anyone who wants a license must apply when one becomes available, usually when a business closes or moves out of the area. Ashwaubenon, in the shadow of Lambeau Field and home to a popular entertainment district, often receives four or more applications when a license is freed.

Such limits hurt economic development, said Sen. Jim Sullivan, D-Wauwatosa, who is garnering support for the proposed bill that would exempt full-service restaurants from the liquor license limit. Full-service is defined as deriving less than half its sales from alcohol.

Sullivan said communities may lose growth if a store opts not to move in without a license or even miss out on something larger if a full-service restaurant was going to anchor a mixed-use development.

But the Tavern League of Wisconsin says people who want a license should wait for one or buy an existing business.

"Wisconsin already has more liquor licenses per capita than anywhere in the U.S.," said Peter Madland, executive director for the league. "There are opportunities for people to get a license."

Too many licenses, he said, could lead to a flood of establishments and a watering down of business.

"This would have a direct effect on our members and their ability to make a living or their retirement," Madland said. "The more you have of something, the more you have to spread it out."

If eight people apply for a single available license, it proves the licenses "are worth something," he said.

Still, some local leaders think it should be up to them, not the state, to determine how many bars or restaurants are too many.

"We want to have quality places in the village," said Jerry Menne, interim Ashwaubenon village president. "But if people would like to have a meal and drink with it, I don't think that should be up to the state.

"If you have too many, some likely would go under. That's a product of the marketplace."

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| bilde?Site=U0&Date=20070708&Category=GPG0101&ArtNo=707080666&Ref=V2&Profile=1207&MaxW=300 |
| Local officials are supporting a proposal to exempt "full-service" restaurants — those that get less than half of their revenue from alcohol — from liquor licenses. Opponents say people who want a license should wait for one or buy an existing business. |

**Availability can be tight**

Scarce licenses could be an issue for Ashwaubenon in the future, Menne said.

Ashwaubenon has a limit of 33 regular Class B licenses, according to clerk Dawn Collins. Currently 31 are issued, she said.

The village plans to create an Ashwaubenon Boulevard, which would run roughly south from the Resch Center to Bay Park Square mall, and most likely will be looking to attract restaurants that serve booze.

"We could really be hurting," Menne said.

De Pere clerk Char Peterson backs the initiative, too.

"I've been telling everyone to be aware of it and to let local legislators know we think it's a good idea," she said.

The city has 44 licenses, and all are issued, she said, including reserves. Three entities remain on a waiting list, Peterson said.

"De Pere is growing," she said. "Lack of licenses is a concern for us."

Even communities that have licenses to spare might not be opposed to the measure.

Anita Raleigh, deputy clerk for the city of Green Bay, said the city has reached its limit of 172 available regular licenses and has issued two or three reserve licenses, with about another 15 still available.

But she doesn't think exempting restaurants from the limit would lead to business owners flocking to areas like Oneida Street in Ashwaubenon instead of Green Bay.

"Green Bay still has a lot of area left to grow and redevelop," she said. "I can't see where it would be a problem."

The League of Wisconsin Municipalities also supports the proposed legislation.

"The general theme is local control," said league assistant director Curt Witynski. "If a community is interested in bringing in more restaurants, we're against state-imposed restrictions. We're just trying to create flexibility. I don't know if liquor licenses are the place to limit or control growth. That should be up to city councils and local governments."

But the Tavern League says growth will do just fine under the current system.

"Go buy a business that's already out there," Madland said. "There's plenty of taverns for sale.

"Or buy a reserve license. Corporations that want a liquor license are paying big bucks. Ask corporations to come in and buy existing licenses."

<http://www.greenbaypressgazette.com/apps/pbcs.dll/article?AID=/20070708/GPG0101/707080666/1207>  
  
  
  
  
  
  
**Milwaukee Brewers Pour out their Protests (Wisconsin)**

*Just-Drinks.com*  
July 11, 2007

In a protest designed to evoke the Boston Tea Party, a group of Wisconsin brewers tipped beer into the Milwaukee River yesterday (10 July) to publicise their opposition to proposed new legislation affecting craft brewers.

A proposed update to post-Prohibition legislation will divide small brewers into two classes, those who will also serve food in pub breweries, and those who are looking to bottle and distribute beer externally. The latter class would face new restrictions on foodservice.

The brewers maintain that it is unfair to ask start-up and developing small businesses to decide on their precise strategy so early.

"Every business takes on a life of its own," said Jim McCabe, proprietor of the Milwaukee Ale House. "For the guy that wants to start a brewery tomorrow, he's got to make decisions early in his business life that aren't possible."  
  
<http://www.just-drinks.com/article.aspx?ID=90862&lk=dm>

**City Eyes Tougher Underage Drinking Penalties (Wyoming)**

*Gillette News-Record*   
July 8, 2007

Overnight Friday, police responded to three reports of underage drinking. During the same period, police responded to an identical number of reports of someone drunk in public.

City Councilman Mike McInerney is tired of seeing these types of offenses come before the police and courts over and over again, particularly when they involve minors. McInerney thinks it’s time for the city to do something about it, and so he’s pushing the City Council to impose minimum mandatory sentences for certain alcohol-related offenses.

The proposed ordinance would set a minimum fine and mandate treatment and substance abuse evaluations in some cases and community service in all cases.

The reason for doing this is simple, McInerney said: Too many parents are scribbling out a check to pay their child’s fine instead of making them learn their lesson.

<http://www.gillettenewsrecord.com/articles/2007/07/08/news/news03.txt>

grapes