

**ROUNDY'S SUPERMARKETS, INC.**

PICK 'N SAVE · COPPS · RAINBOW · METRO MARKET · MARIANO'S FRESH MARKET

PO Box 473  
Milwaukee, WI 53201  
414-231-5000

**RECEIVED**

DEC 15 2011

CITY OF WEST ALLIS  
CLERK/TREASURER

December 14, 2011

Re: Act 97 – Alcohol Sales Starting at 6 a.m.

Dear Municipal Clerk:

Effective December 21, 2011, a new state law will change the hours for Class "A" and "Class A" retailers to allow alcohol sales to begin at 6:00 a.m. The name of the new law is 2011 Wisconsin Act 97 and it amends Wis. Stats. 125.32(3)(b) and 125.68(4)(b). A copy of Act 97 is enclosed for your reference.

The purpose of this letter is to determine if your municipality will amend its current ordinance to allow alcohol sales to begin at 6:00 a.m. Please send an email to me at [jessica.gomez@roundys.com](mailto:jessica.gomez@roundys.com) stating if your municipality will amend its Class "A" and "Class A" closing hours to reflect the new state law. It is my understanding an amendment to the ordinance will involve certain municipal board approvals and may not be a quick process. For implementation purposes at store level and to achieve honest communication to our customers, please provide me with an anticipated time frame on when the new ordinance will be approved.

If your ordinance does not require an amendment to allow alcohol sales to begin at 6:00 a.m., please send an email to me confirming same.

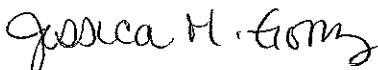
Also, if your municipality will not allow alcohol sales at 6:00 a.m., please let me know as well.

Thank you in advance for your prompt response and assistance with gathering this information.

Please contact me with any questions you may have at 414-231-5904 or [jessica.gomez@roundys.com](mailto:jessica.gomez@roundys.com).

Very truly yours,

ROUNDY'S SUPERMARKETS, INC.



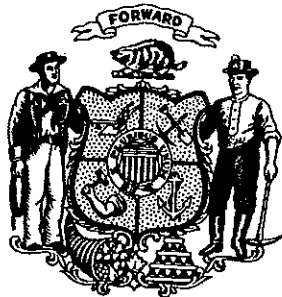
Jessica M. Gomez  
Paralegal

Enclosure

cc: L+H Committee  
Mayor  
Attorney  
Police  
Admin



# State of Wisconsin



2011 Assembly Bill 63

Date of enactment: December 7, 2011  
Date of publication\*: December 20, 2011

## 2011 WISCONSIN ACT 97

AN ACT to amend 125.32 (3) (b) and 125.68 (4) (b) of the statutes; relating to: closing hours for certain alcohol beverage retailers.

*The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:*

SECTION 1. 125.32 (3) (b) of the statutes is amended to read:

125.32 (3) (b) Class "A" premises may remain open for the conduct of their regular business but may not sell fermented malt beverages between 12 midnight and 8-6 a.m. Subsection (2) does not apply to Class "A" premises between 12 midnight and 8-6 a.m. or at any other time

during which the sale of fermented malt beverages is prohibited by a municipal ordinance adopted under par. (d).

SECTION 2. 125.68 (4) (b) of the statutes is amended to read:

125.68 (4) (b) "Class A" retailers. No premises for which a "Class A" license or permit has been issued may remain open for the sale of intoxicating liquor between the hours of 9 p.m. and 8-6 a.m. A municipality may, by ordinance, impose more restrictive hours than those provided in this paragraph.

\* Section 991.11, WISCONSIN STATUTES 2009-10: Effective date of acts. "Every act and every portion of an act enacted by the legislature over the governor's partial veto which does not expressly prescribe the time when it takes effect shall take effect on the day after its date of publication as designated" by the secretary of state [the date of publication may not be more than 10 working days after the date of enactment].