

### *Useful & Frequently Heard Terms*

Alcohol policy and prevention strategies often employ terms from a number of professional and academic disciplines, each with its own set of terms and abbreviations. In Wisconsin, our reliance on municipal alcohol control adds another set of terms to the list. As a result, advocates face a confusing array of terms and abbreviations which sometimes hinders understanding or blocks progress. This glossary is not comprehensive; it is an introduction to frequently used terms with definitions taken from well recognized sources as noted. Sections of the Wisconsin State Statutes are referenced as appropriate.

**ACE Report:** A report adopted by the Wisconsin State Council on Alcohol and Other Drug Abuse (SCAODA) in 2010 outlining 49 recommendations for state, municipal and, community policy and practices that would improve Wisconsin's alcohol environment. The full name is Alcohol, Culture and Environment Workgroup Recommendations: Changing Wisconsin's Alcohol Environment to Promote Safe and Healthy Lives

**Age Compliance Checks:** Alcohol age compliance check investigations are a cost-effective way to measure youth access to alcohol from retail outlets. They involve the use of underage buyers by law enforcement agencies as "agents" to test retailers' compliance with laws regarding the sale of alcohol to minors. [Moore, Aidan, National Leadership Conference Presentation, Practical Guidance for Compliance Investigations for Enforcement, 2011]

**Alcohol Beverage:** Wisconsin Statutes use the term "alcohol" beverages and not the more commonly heard "alcoholic beverages" to refer to fermented malt beverages, such as beer, and "intoxicating liquor" which includes distilled spirits, hard liquor and wine. [125.02(1) Wisconsin Statutes] (See also fermented malt beverage, intoxicating liquor and distilled spirits)

**Alcohol Beverage Control Boards (ABC):** Wisconsin does not have an Alcohol Beverage Control Board but many states do. The responsibilities of these boards vary significantly by state but frequently perform responsibilities granted to municipal government in Wisconsin, such as licensing. In Wisconsin, the Wisconsin Department of Revenue is responsible for alcohol tax collection.

**Alcohol Outlet:** A location licensed to sell alcohol for consumption at another location or on-site including, retailers, bars, taverns and other outlets.

**Alcohol Outlet Concentration/Clustering:** A number of licensed outlets in a specific confined geographic area, such as a neighborhood, recognized retail/business area or within a municipality.

**Alcohol Outlet Density:** The number of physical locations in which alcoholic beverages are available for purchase in a community either per area, road mile or population. Some areas may choose to include square footage or capacity in density calculations.

**Alcohol Policy:** Alcohol policies impact the sale and consumption of alcohol beverages or how a specific group of individuals or organization interacts with alcohol. A policy is simply a rule or law adopted by government or non-governmental groups that regulate or indicate how alcohol should be used. For example; the minimum legal drinking age of 21 is a widely accepted policy that has reduced underage drinking.

*Academic definition:* Alcohol policy is broadly defined as any purposeful effort on the part of governments or non-government groups to minimize or prevent alcohol-related consequences. Policies can involve the implementation of a specific strategy with regard to alcohol problems (e.g., age restrictions on alcohol sales) or the allocation of resources that reflect priorities with regard to prevention or treatment intervention efforts. [Babor, T., Caetano, R., Evidence-based alcohol policy in the Americas: strengths, weaknesses, and future challenges, Rev Pan Am Salud Publica/Pan Am J Public Health 18(4/5), 2005]

**Abbreviation for Alcohol and Other Drug Abuse (AODA):** sometimes listed as ATODA meaning alcohol, tobacco and other drug abuse.

**The Alliance for Wisconsin Youth (AWY):** a program of the Wisconsin Department of Health Services, Division of Mental Health and Substance Abuse Services, in the Bureau of Prevention, Treatment and Recovery. The Alliance's purpose is to enhance and support the work of local community groups and anti-drug abuse coalitions.

**Barrel of Beer:** A barrel of beer contains 31 gallons of beer. Beer is generally taxed by the barrel regardless the retail container (bottles, cans, half-barrel, etc.) with the tax rate set on 31 gallons at both the state and federal level.

**Behavioral Risk Factor Surveillance System (BRFSS):** The Behavioral Risk Factor Surveillance System (BRFSS) is the world's largest, on-going telephone health survey system, tracking health conditions and risk behaviors in the United States yearly since 1984. [CDC BRFSS website]

In 2011, questions included:

- Have you smoked at least 100 cigarettes in your entire life?
- During the past month, not counting juice, how many times per day, week, or month did you eat fruit? Count fresh, frozen, or canned fruit
- What other type of physical activity gave you the next most exercise during the past month?
- During the past 30 days, how many days per week or per month did you have at least one drink of any alcoholic beverage such as beer, wine, a malt beverage or liquor?

**Binge Drinking:** The Centers for Disease Control and Prevention (CDC) defines binge drinking as a pattern of drinking that brings a person's blood alcohol concentration (BAC) to 0.08 grams percent or above. This typically happens when men consume 5 or more drinks, and when women consume 4 or more drinks, in about 2 hours. Also called "at-risk" drinking. [CDC Fact Sheet Binge Drinking, <http://www.cdc.gov/alcohol/fact-sheets/binge-drinking.htm>, accessed March 15, 2013]

**Chapter 125:** The section of the Wisconsin State Statutes that governs alcohol sales in Wisconsin. It does not address all types of alcohol related violations; it creates the alcohol policy framework for licensing and sales.

***NOTE Alcohol Sales License Titles:** Wisconsin specific classifications and titles will not apply to other states. Licenses to sell or serve alcohol fall into two distinct categories, alcohol sold and consumed on the premises where it is sold (on-premises licenses) and alcohol sold for consumption at another location or, off the premises (off-premises licenses).*

*In Wisconsin, the letter A or B indicates the location the alcohol beverage will be consumed. The letter A indicates the alcohol will be consumed at another location and the letter B indicates the alcohol will be purchased and consumed on-site.*

*The placement of the apostrophes indicates the type of product. For example, Class “A” licensees can only sell fermented malt beverages (beer) for off-premise consumption. “Class A” licensees are licensed to sell intoxicating liquor and wine that will be consumed elsewhere. The exception is “Class C” licenses that can authorize the sale of wine by the glass in a restaurant where alcohol sales is less than 50% of the total receipts. [Wisconsin Department of Revenue, Informational Pamphlet, AT-109]*

**Class A Off-Premises Licenses:** All Class A licenses are for beverages purchased in the original packing and consumed elsewhere. Includes all Class “A” beer fermented malt beverage licenses which allow retail sale of fermented malt beverages (beer) for consumption off the premises (examples: grocery or convenience stores) and “Class A” licenses which allow retail sale of intoxicating liquor (including wine) for consumption off the premises (examples: liquor stores or grocery stores with full liquor sales sections), and Class A beer/Class A liquor (includes wine) – off-premise sale only licenses. There is no state imposed limit on the number of off-premises Class A licenses a municipality may issue.

**Class B On-Premises Licenses:** Licenses issued by a municipality; all Class “B” fermented malt beverage licenses which allow retail sale of fermented malt beverages (beer) for consumption on or off the premises (examples: restaurants, “beer bars”), and “Class B” liquor licenses which allow retail sale of intoxicating liquor (including wine) for consumption on the premises, and wine in original containers for consumption off the premises (examples: taverns and restaurants with full alcohol service - taverns, supper clubs, etc.).

If the municipality elects to, it may also permit “Class B licensees” to sell less than four liters of intoxicating liquor (there are no limits on wine), in the original container, for consumption off the premises. State law also allows carryout of a single, opened (resealed) bottle of wine if sold with a meal. The state sets a quota on the number of “Class B” licenses a community may issue using a formula based on population although numerous exceptions have been allowed over the years through legislation. There is no quota for Class “B” licenses, commonly referred to as “beer bars”.

**Class C Licenses:** "Class C" wine (on-site), (restaurants who qualify) licenses allow the sale of wine for consumption only on the premises and allow the carryout of a single opened (resealed) bottle if sold with a meal. There is no limit to the number of Class C licenses that may be issued.

**Center for Substance Abuse Prevention (CSAP):** The Center for Substance Abuse Prevention seeks to prevent and reduce the abuse of illegal drugs, alcohol, and tobacco. It carries out programs of the Substance Abuse and Mental Health Services Administration (SAMHSA) within the U.S. Department of Health and Human Services.

**Combination License:** When an outlet applies for both Class "A" and "Class A" licenses or "Class B" and Class "B" licenses allowing them to sell both beer and intoxicating liquor, the municipal body may combine the votes for both licenses into a single motion for a "combination" license. There is no such thing as a Wisconsin "combination" license; the combination refers to the *combined vote* for two licenses.

**Community Antidrug Coalitions of American (CADCA):** CADCA is a network of more than 5,000 community coalitions [that] bring together key leaders within the community to address local conditions from underage drinking to prescription drug abuse. CADCA's evidence-based environmental model focuses on changing laws, policies, practices, systems and attitudes –to transform the places we live, work and play. The result is a comprehensive, community-wide approach to reduce substance abuse and its related problems. [CADCA: Our story. <http://www.cadca.org/about/cadca/detail>, accessed March 15, 2013]

**Community Health Improvement Process and Plan (CHIPP):** The Community Health Improvement Plan and Process (CHIPP) is a mechanism to assess and determine the priority health needs of residents. In a CHIPP, "health" is defined broadly and includes physical health, mental health, environmental health and other areas that contribute to overall well-being. The purpose of the CHIPP is to review and assess health needs from a variety of data sources and determine strengths and weaknesses. A plan is then developed to recommend strong programs in areas of need. Once a plan is developed, it is implemented and evaluated. In Wisconsin, the entire CHIPP generally spans a five year period to give enough time to observe community health improvements. [Waukesha County Public Health Department website, <http://www.waukeshacounty.gov/defaulttwc.aspx?id=39914>, accessed, March 21, 2013]

**Compliance Checks:** See "Age Compliance Checks"

**Dram Shop (Civil) Liability:** "Legal Statutes imposing liability upon the commercial drinking establishment or its representatives (servers) for injuries caused to or by intoxicated persons to who they have sold alcoholic beverages." In Wisconsin, civil liability is limited to underage drinkers who as a result of their alcohol consumption injure a third party. The injured third party may bring a civil action against the person, establishment, licensee or permittee who provided alcohol to the underage person, [Section 125.035(4)(b) Wisconsin Statutes]. [Alcohol: No Ordinary Commodity, second edition, Babor et.al, p.336. 2010]

**Drug Free Communities Grants/Grantees (DFC):** The Drug Free Communities Support Program (DFC) is a Federal grant program that provides funding to community-based coalitions that organize to prevent youth substance use. Since the passage of the Drug Free Communities Act in 1997, the DFC program has funded nearly 2,000 coalitions and currently mobilizes nearly 9,000 community volunteers across the country. The philosophy behind the DFC program is that local drug problems require local solutions. [Office of National Drug Control Policy website, <http://www.whitehouse.gov/ondcp/drug-free-communities-support-program>, accessed March 15, 2013]

**Environmental Prevention, Environmental Strategies (also called the Public Health approach):** Policies, rules and regulations (as opposed to a program) which alters the availability of alcohol, the affordability of alcohol, the attractiveness of alcohol or the acceptability of alcohol use or misuse.

When viewed from a public health perspective; alcohol is considered the agent, the host is the individual and the environment is the community.

**Evaluation:** Evaluation is the systematic collection and analysis of information about interventions to improve effectiveness and make decisions. An evaluation includes both process and outcome evaluation data. Process evaluation documents all aspects of the implementation of an intervention in detail such as the numbers of individual contacted in each setting, the specific materials, whether the material varied.

Outcome evaluation documents whether the intervention made a difference, and if so, what changed. It documents effects achieved *after* the intervention is implemented, such as changes in a population group's knowledge, attitudes, skills, or behavior that the intervention is expected to produce in both the short term and the long term. Outcome evaluation answers the question: "Did our intervention make a difference—did it impact the risk factors/problem we wanted to address?" [SAMSHA website: [captus.samhsa.gov/access-resources/overview-evaluation](http://captus.samhsa.gov/access-resources/overview-evaluation), accessed April 6, 2013]

**Evidence Based Policies & Practices:** Evidence-based prevention refers to a set of prevention activities that evaluation research has shown to be effective. Some of these prevention activities focus on creating an environment that supports healthy behavior. Others help individuals develop the intentions and skills to act in a healthy manner. [Defining Evidence-based Prevention CAPTUS, <http://captus.samhsa.gov/prevention-practice/defining-evidence-based>]

**Excise Tax, Alcohol Excise Tax:** A frequently used, but incorrect term for the Wisconsin Occupational Tax on Alcohol wholesalers. Alcohol taxes are implemented at the state and federal level, and are beverage-specific (i.e., they differ for beer, wine and spirits). These taxes are usually based on the amount of beverage purchased (not on the sales price), so their effects can erode over time due to inflation if they are not adjusted regularly. Alcohol excise taxes affect the price of alcohol, and are intended to reduce alcohol-related harms, raise revenue, or both. [Centers for Disease Control and Prevention, The Community Guide Summary for Preventing Excessive Alcohol Consumption: Increasing Alcohol Taxes, <http://www.thecommunityguide.org/alcohol/increasingtaxes.html>, accessed March 20, 2013]

**Feedback:** Structured system to collect qualitative information about a specific event, item or experience. Unlike evaluation, feedback is a qualitative snapshot of a single moment in time without regard to background, education or experiences of participants prior to that event. It does not measure if or how the knowledge or skill was used or whether the event or skill had an impact on an individual's behavior. Feedback can provide an immediate understanding of whether the time was well used, the event well organized and whether it held the attendees attention for the entire event.

**Fermented Malt Beverage:** Beer and beer based products including alcopops or malternatives. Any beverage made by the alcohol fermentation of an infusion of potable water of barley, malt and hops with or without unmalted grains or decorticated and de-germinated grains or sugar containing 0.5% or more of alcohol by volume. [125.02(6) Wisconsin Statutes]

**High Intensity Drug Trafficking Area (HIDTA):** High intensity drug trafficking area task forces bring law enforcement agency partners together to combat drug-trafficking crimes in designated areas around the country that have a high concentration of narcotic distribution, transportation, smuggling and other drug-related activities. Immigration, customs and enforcement officers participate in 30 of the 32 high intensity drug trafficking area task forces around the country. [Drug Enforcement Task Force website, <http://www.ice.gov/drug-task-force/>, accessed March 15, 2013]

**High Visibility Enforcement:** High Visibility Enforcement (HVE) is a traffic safety approach that combines law enforcement efforts, visibility elements, and a publicity strategy to educate the public and promote voluntary compliance with the law. High-visibility enforcement can be achieved with many tactics, one of which is a saturation patrol. But note that a saturation patrol is not necessarily high-visibility enforcement, which requires visibility elements and publicity. Multi-jurisdiction OWI taskforces are an example of a saturation patrol that operates as high-visibility enforcement. [Wyatt, Z., Wisconsin Department of Transportation, March 20, 2013]

**Intoxicating Liquor:** "All ardent, spirituous distilled or vinous liquors, liquids or compounds whether medicated, proprietary, patented or not, and by whatever name called, containing 0.5% or more alcohol by volume which are beverages but does not includes fermented malt beverages." [125.02(8) Wisconsin Statutes]

Sometimes called "hard liquor" or "spirits" such as all whiskeys, gin, vodka but does not include alcohol pops and flavored malt beverages such as Smirnoff Ice, Bacardi Silver, etc. The term "intoxicating liquor" covers wine in addition to distilled spirits in Wisconsin.

**License Conditions:** Specific restrictions or requirements placed on an alcohol license at the time it is issued by the municipality that addresses specific aspects of the operation, management or design of the licensed establishment. For example: license conditions may require a patio or deck to close at a specific time, prohibit certain types of entertainment, require a maintenance task such as nightly sidewalk and or parking lot maintenance or dress codes.

**License Suspension, Revocation & Nonrenewal:** The most serious sanctions a municipality may impose on a licensee. License suspension requires the licensee to cease operation for the period of the suspension, up to 90 days. Revocation withdraws the community license from the licensee. Nonrenewal is similar, must follow a procedure to revocation but occurs only during the annual renewal. There are specific and different procedural rules for each sanction. An alcohol license may not be suspended, revoked or non-renewed without cause in Wisconsin.

**Morphing or Outlet Morphing:** In Wisconsin, a restaurant and nightclub hold the same type of alcohol license, although local requirements for additional licenses may exist. Restaurants sometimes operate like night clubs and dance venues after serving hours by simply removing tables, turning the area into vertical drinking space. When that occurs the restaurant does not close but simply stops being a restaurant and begins to operate as a bar.

**Outlet Density:** See Alcohol Outlet Density

**Outlet Capacity:** The maximum number of patrons allowed in an establishment at one time. This may be set by the fire inspector as a part of the building code, but it may also be set as a condition of licensure.

**Party Patrol:** A term used to designate of group of officers tasked with locating and safely dispersing parties that often include significant amounts of underage drinking. In Wisconsin, purchasing a “bottomless” cup or charging an entrance fee may result in a citation for operating an unlicensed tavern.

**Responsible Beverage Server (RBS):** In Wisconsin, an approved course of study that trains sellers and servers how to avoid illegal alcohol sales to intoxicated or underage individuals. In Wisconsin, all licensed “operators” (licensed servers/bartenders), although not all server/sellers must be licensed. Training generally involves educating servers about state, local and sometimes establishment policies for serving alcohol and practicing the necessary skills to comply. A list of courses approved in Wisconsin is available at: <http://www.revenue.wi.gov/training/index.html>  
[Babor, T.et.al. Alcohol: No Ordinary Commodity, second edition]

**Saturation Patrols:** A saturation patrol is an enforcement tactic where a large number of officers are concentrated into a small geographic area, increasing the perception of risk, thereby deterring criminal behavior. [Wyatt, Z., Wisconsin Department of Transportation, March 20, 2013]

**Screening, Brief Intervention and Referral to Treatment (SBIRT):** SBIRT is a comprehensive, integrated, public health approach to the delivery of early intervention and treatment services for persons with substance use disorders, as well as those who are at risk of developing these disorders. Primary care centers, hospital emergency rooms, trauma centers, and other community settings provide opportunities for early intervention with at-risk substance users before more severe consequences occur.

- Screening quickly assesses the severity of substance use and identifies the appropriate level of treatment.
- Brief intervention focuses on increasing insight and awareness regarding substance use and motivation toward behavioral change.
- Referral to treatment provides those identified as needing more extensive treatment with access to specialty care.

[SAMSHA website, Screening, Brief Intervention, and Referral to Treatment (SBIRT), <http://www.samhsa.gov/prevention/sbirt>, accessed March 20, 2013]

**Shoulder Tap:** An enforcement program similar to age compliance checks except that they target the underage drinkers and/or the non-commercial sources of alcohol to youth instead of licensed establishments. An officer in street clothes, often dressed to blend with vagrants, loiters near alcohol outlets, often in the parking lot. If youth solicit the individual to purchase alcohol for them, a citation is issued. In a variation of a shoulder tap operation developed in California, underage youth decoys solicits adults entering a licensed retailer to purchase alcohol for the youth. Adults willing to purchase alcohol for underage youth are cited. [Strategies for Reducing Third-Party Transactions of Alcohol to Underage Youth, Pacific Institute for the Underage Drinking Enforcement Training Center, OJJDP Office Enforcing Underage Drinking Laws, reprinted 2007]

**Sober Truth on Preventing (Underage Drinking) STOP Grants:** The STOP underage drinking bill became law late in 2006 building on the findings of the 2004 National Academies of Science report on underage drinking. The legislation requires the Secretary of Health and Human Services to collect data and conduct or support research on underage drinking with respect to 1) the short- and long-range impact of alcohol use and abuse on adolescent brain development and other organ systems, 2) comprehensive community-based programs or strategies and statewide systems to prevent underage drinking from early childhood to young adulthood, 3) improved knowledge of the scope of the underage drinking problem and progress in preventing and treating underage drinking, and 4) annually obtaining more precise information than is currently collected on the type and quantity of alcoholic beverages consumed by underage drinkers as well as information on brand preferences of these drinkers and their exposure to alcohol advertising. Each year a small number of applicants are funded to implement evidence based policies and practices.

**Sobriety Checkpoints:** Sobriety checkpoints (also called DUI checkpoints) are locations where law enforcement officers are stationed to check drivers for signs of intoxication and impairment. Many jurisdictions utilize sobriety checkpoints as part of their larger drunk driving deterrence program. Sobriety checkpoints are illegal in Wisconsin. [Governors Highway Safety Association website, [http://www.ghsa.org/html/stateinfo/laws/checkpoint\\_laws.html](http://www.ghsa.org/html/stateinfo/laws/checkpoint_laws.html), accessed March 21, 2013]

**Social Host Ordinances:** This phrase has different meanings in different states based on state civil liability laws. In Wisconsin, this phrase is most appropriately used to describe local ordinances that make it illegal to provide a location for underage drinking. State statute prohibits an adult from purchasing, pouring or providing alcohol for any underage person that is not their spouse or off-spring. [See Social Host Ordinances in Wisconsin, [http://www.law.wisc.edu/wapp/comparisonsocial\\_host62612.pdf](http://www.law.wisc.edu/wapp/comparisonsocial_host62612.pdf)]

**Strategic Prevention Framework (SPF):** The Strategic Prevention Framework (SPF) is a five-step process known to promote youth development, reduce risk-taking behaviors, build assets and resilience, and prevent problem behaviors across the life span. The five steps are:

- Assess their prevention needs based on epidemiological data,
- Build their prevention capacity,
- Develop a strategic plan,
- Implement effective community prevention programs, policies and practices, and
- Evaluate their efforts for outcomes.

Throughout all five steps, implementers of the SPF must address issues of sustainability and cultural competence.

The SPF is built on a community-based risk and protective factors approach to prevention and a series of guiding principles that can be utilized at the federal, state/tribal and community levels. It uses findings from public health research along with evidence-based prevention programs to build capacity within states/tribes/territories and the prevention field. This in turn will promote resilience and decrease risk factors in individuals, families, and communities. [SAMSHA Strategic Prevention Framework, <http://www.samhsa.gov/prevention/spf.aspx>, accessed March 20, 2013]

**Strategic Prevention Framework – State Incentive Grant (SPF-SIG):** The Strategic Prevention Framework State Incentive Grant (SPF SIG) program is one of SAMHSA's infrastructure grant programs. SAMHSA's infrastructure grants support an array of activities to help grantees build a solid foundation for delivering and sustaining effective substance abuse and/or mental health services. The SPF SIGs, in particular, provide funding to States, Territories, and federally recognized Tribes and Tribal organizations to implement SAMHSA's Strategic Prevention Framework in order to:

- prevent the onset and reduce the progression of substance abuse, including childhood and underage drinking,
- reduce substance abuse-related problems in communities, and;
- build prevention capacity and infrastructure at the State/Tribal/Territory and community levels.

[Taken from: SAMSHA website, Strategic Prevention Framework State Incentive Grant (SPF SIG), <http://www.samhsa.gov/prevention/spf.aspx>, accessed March 20, 2013. Babor, T.et.al. Alcohol: No Ordinary Commodity, second edition]

Wisconsin is a cohort 3 grantee.

**Training for Intervention Procedures (TIPS):** A frequently used, Wisconsin approved curriculum for Responsible Beverage Server training with both classroom and online sessions. A list of approved courses is available at: <http://www.revenue.wi.gov/training/index.html>

**Underage Drinking Enforcement Training Center (UDETTC):** A contract agency of the U.S. Department of Justice that supports evidence-based approaches to reducing underage drinking through effective enforcement of federal, state and local laws that sanction those who purchase or provide alcohol to youth and youth who consume alcohol illegally. The website UDETTC.org provides many resources to law enforcement including web based training on specific enforcement operation.

**Youth Risk Behavior Survey:** The Wisconsin Youth Risk Behavior Survey (YRBS) is conducted as part of a national effort by the U.S. Centers for Disease Control and Prevention to monitor health-risk behaviors of the nation's high school students. The behaviors monitored by the Wisconsin YRBS include traffic safety; weapons and violence; suicide; tobacco use; alcohol and other drug use; sexual behavior; and diet, nutrition and exercise.

The Wisconsin Department of Public Instruction (DPI) has administered the YRBS every two years beginning with 1993. The YRBS is administered to students in Wisconsin's public high schools. Survey procedures were designed to protect the privacy of students by allowing anonymous and voluntary participation. Local parent permission procedures were followed before administration, including informing parents that their child's participation was voluntary. [Centers for Disease Control and Prevention website: <http://www.cdc.gov/HealthyYouth/yrbs/index.htm>, and Wisconsin Department of Public Instruction website: [http://sspw.dpi.wi.gov/sspw\\_yrbsindx](http://sspw.dpi.wi.gov/sspw_yrbsindx)]

**Wine:** Products obtained from the normal alcohol fermentation of juice or must of sound ripe grapes, other fruits or agricultural products, imitation wine, compounds sold as wine, vermouth, cider, perry, mead and sake if such products contain not less than 0.5% or more than 21% alcohol by volume. [125.02(22) Wisconsin Statutes]

Brand information may not reflect the type of beverage. Many so-called wine coolers are fermented malt beverages flavored to taste like a wine based beverage, taxed as beer not wine.