



ALC Agenda Item

Meeting Date: 10/22/2025

Agenda Item: AYCD Information

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BACKGROUND

(Enter the who, what when, where, why)

Recently a young adult was arrested for OWI (WPD Case #25-011955) after leaving a tavern. A member of the public has raised concern about the impact of "All You Can Drink (AYCD)" specials in that case specifically, but also regarding the broader impact of AYCD specials in Whitewater.

The following is background information relating to ALYC specials:

- There is no Wisconsin State Law prohibiting AYCD specials. Related laws include:
 - Sale of Alcohol to an Intoxicated Person (Wis. Stat. 125.07(2)) which is also adopted in WW ordinance 5.20.140.
- In Whitewater, the PD is aware of the following taverns offering AYCD specials:
 - Pumpers and Mitchells (Wednesdays and Thursdays)
 - College Pub (Wednesdays, Thursdays, and Fridays)
 - Cheapshotz (occasionally on Thursdays)
- Restricting AYCD specials was previously considered by the Common Council, but was never adopted as an ordinance.
- The Special Agent in Charge of the Wisconsin Division of Alcohol Beverages stated that he was unaware of any current ordinances in Wisconsin, but the City of La Crosse did consider an ordinance (attached) that was ultimately not adopted.
- Two additional references are included in the packet for further information:
 - *Policies and Strategies to Prevent and Reduce Excessive Alcohol Use in Wisconsin*
 - Recommendation of prohibiting all-you-can-drink flat fee specials (p. 17).
 - *A Systematic Review of Drink Specials, Drink Special Laws, and Alcohol-Related Outcomes*
 - AYCD specials associated with higher consumption perceptions (p. 16).
 - AYCD specials associated to higher rates of college binge drinking (p. 21).
 - Sao Paulo study found AYCD special increased odds of exiting bar with BAC greater than or equal to .08 2.4x (p. 21).
 - Multiple studies found that people who attended establishments where AYCD promotions were available had a higher probability of reaching a BAC equal or above driving alcohol impairment level of .08 (p. 23).
 - Additional research needed to determine if laws prohibiting drink specials discourage problematic drinking behavior (p.25).

Given the information we have, the ALC could opt to move forward with any of the following options or combination of options:

Option 1: Status quo – no change

Option 2: PD does a PSA/educational campaign on dangers of excessive alcohol consumption

Option 3: PD focuses additional enforcement on bartenders found to be serving intoxicated individuals

Option 4: ALC directs staff to bring forth an ordinance restricting AYCD

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS
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(Dates, committees, action taken)

N/A

FINANCIAL IMPACT

(If none, state N/A)

N/A

STAFF RECOMMENDATION

N/A

ATTACHMENT(S) INCLUDED

(If none, state N/A)

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| <ol style="list-style-type: none">1. La Crosse draft ordinance (NOT ADOPTED)2. Policies and Strategies to Prevent and Reduce Excessive Alcohol Use in Wisconsin3. A Systematic Review of Drink Specials, Drink Special Laws, and Alcohol-Related Outcomes |
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