

HB 913 -- Sale of Promotional Merchandise to Retail Liquor Licensees

Sponsor: Cooper (120)

This bill reduces the restrictions on the sale of merchandise other than intoxicating beverages by distillers, wholesalers, winemakers, and brewers to retail licensees. The Division of Alcohol and Tobacco Control within the Department of Public Safety will not have regulatory authority over distillers, wholesalers, winemakers, and brewers regarding the sales, marketing, or promotional practices associated with merchandise other than intoxicating beverages.

Items that are used for short periods of time, such as banners and decorations reflecting a particular season or limited-time promotion, are excluded from the definition of "point-of-sale advertising materials," and temporary banners will not be construed to be permanent outdoor signs.