

BILL ANALYSIS

H.B. 1541
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Licensing & Administrative Procedures
Committee Report (Unamended)

BACKGROUND AND PURPOSE

Current law allows for certain alcoholic beverage permittees to prearrange or preannounce a promotional activity with a retailer to be held on the retailer's premises. However, the permittee may not preannounce that same promotional activity to consumers to attend the promotional event.

H.B. 1541 would allow certain alcoholic beverage permittees to prearrange or preannounce a promotional activity with a retailer to preannounce that same promotion to a consumer or preannounce the purchase of wine or distilled spirits to a consumer. H.B. 1541 does not change any of the current restrictions in law on the types of promotional activities that permittees are allowed to conduct, it only allows those permittees to preannounce promotions currently permitted by the code to a consumer.

RULEMAKING AUTHORITY

It is the committee's opinion that this bill does not expressly grant any additional rulemaking authority to a state officer, department, agency or institution.

ANALYSIS

H.B. 1541 allows a permittee to preannounce a promotion or the purchase of wine or distilled spirits to a consumer.

EFFECTIVE DATE

September 1, 2007.