

By: Isett

H.B. No. 1541

A BILL TO BE ENTITLED

1 AN ACT

2 relating to preannouncement of certain promotional events and  
3 purchases by certain alcoholic beverage permit holders.

4 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF TEXAS:

5 SECTION 1. Section 102.07(g), Alcoholic Beverage Code, is  
6 amended to read as follows:

7 (g) Subsection (a) does not prohibit a permittee covered  
8 under Subsection (a) from prearranging or preannouncing a  
9 promotional activity otherwise permitted by this code with a  
10 retailer about a promotional activity to be held on the retailer's  
11 premises. A holder of a wholesaler's or class B wholesaler's permit  
12 may prearrange a promotional activity only for distilled spirits or  
13 wine. A permittee may ~~[not]~~:

14 (1) preannounce a promotion to a consumer~~[, if the~~  
15 ~~permittee is the holder of a wholesaler's or class B wholesaler's~~  
16 ~~permit]~~; or

17 (2) preannounce the purchase of wine or distilled  
18 spirits to a consumer.

19 SECTION 2. This Act takes effect September 1, 2007.