

By: Smith

H.B. No. 3504

A BILL TO BE ENTITLED

AN ACT

1
2 relating to certain promotional activities on the premises of a
3 retailer of alcoholic beverages.

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

5 SECTION 1. Section 108.061, Alcoholic Beverage Code, is
6 amended to read as follows:

7 Sec. 108.061. SWEEPSTAKES PROMOTIONS AUTHORIZED. (a)
8 Notwithstanding the prohibition against prizes given to a consumer
9 in Section 108.06 and subject to the rules of the commission, a
10 manufacturer or nonresident manufacturer may offer a prize to a
11 consumer if the offer is a part of a promotional sweepstakes
12 activity. A purchase or entry fee may not be required of any person
13 to enter in a sweepstakes authorized under this section. A person
14 affiliated with the alcoholic beverage industry may not receive a
15 prize from a sweepstakes promotion.

16 (b) Commission rules implementing this section may not
17 prohibit a manufacturer or nonresident manufacturer from awarding a
18 prize to a consumer on a retailer's premises in a sweepstakes
19 conducted under this section.

20 SECTION 2. This Act takes effect September 1, 2013.