

1                                   A bill to be entitled  
 2           An act relating to malt beverages; amending s. 561.42,  
 3           F.S.; deleting a provision that prohibits certain  
 4           persons from conducting sampling activities at a  
 5           vendor's premises licensed only for off-premises  
 6           sales; creating s. 563.09, F.S.; authorizing malt  
 7           beverage tastings upon certain licensed premises under  
 8           certain circumstances; providing an effective date.

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 10   Be It Enacted by the Legislature of the State of Florida:

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 12           Section 1. Paragraph (e) of subsection (14) of section  
 13   561.42, Florida Statutes, is amended to read:

14           561.42 Tied house evil; financial aid and assistance to  
 15   vendor by manufacturer, distributor, importer, primary American  
 16   source of supply, brand owner or registrant, or any broker,  
 17   sales agent, or sales person thereof, prohibited; procedure for  
 18   enforcement; exception.—

19           (14) The division shall adopt reasonable rules governing  
 20   promotional displays and advertising, which rules shall not  
 21   conflict with or be more stringent than the federal regulations  
 22   pertaining to such promotional displays and advertising  
 23   furnished to vendors by distributors, manufacturers, importers,  
 24   primary American sources of supply, or brand owners or  
 25   registrants, or any broker, sales agent, or sales person  
 26   thereof; however:

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27 ~~(c) Manufacturers, distributors, importers, brand owners,~~  
28 ~~or brand registrants of beer, and any broker, sales agent, or~~  
29 ~~sales person thereof, shall not conduct any sampling activities~~  
30 ~~that include tasting of their product at a vendor's premises~~  
31 ~~licensed for off-premises sales only.~~

32 Section 2. Section 563.09, Florida Statutes, is created to  
33 read:

34 563.09 Malt beverage tastings by distributors and  
35 vendors.-A licensed distributor of malt beverages or a vendor  
36 may conduct a malt beverage tasting upon a licensed premises  
37 authorized to sell alcoholic beverages by package or for  
38 consumption on the premises. Such distributor or vendor does not  
39 violate s. 561.42 if the conduct of the malt beverage tasting is  
40 limited to and directed toward members of the general public who  
41 are of the age of legal consumption.

42 Section 3. This act shall take effect July 1, 2014.