

1                                   A bill to be entitled  
 2           An act relating to coupons furnished by manufacturers,  
 3           distributors, or importers of beer; amending s.  
 4           561.42, F.S.; prohibiting manufacturers, distributors,  
 5           and importers of beer from furnishing coupons  
 6           redeemable by vendors to consumers; providing an  
 7           effective date.

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

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

13           561.42 Tied house evil; financial aid and assistance to  
 14           vendor by manufacturer, distributor, importer, primary American  
 15           source of supply, brand owner or registrant, or any broker,  
 16           sales agent, or sales person thereof, prohibited; procedure for  
 17           enforcement; exception.—

18           (12) Any manufacturer, distributor, importer, primary  
 19           American source of supply, or brand owner or registrant, or any  
 20           broker, sales agent, or sales person thereof, may give, lend,  
 21           furnish, or sell to a vendor who sells the products of such  
 22           manufacturer, distributor, importer, primary American source of  
 23           supply, or brand owner or registrant any of the following: neon  
 24           or electric signs, window painting and decalcomanias, posters,  
 25           placards, and other advertising material herein authorized to be  
 26           used or displayed by the vendor in the interior of his or her  
 27           licensed premises. The division shall make reasonable rules  
 28           governing promotional displays and advertising, which rules

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29 | shall not conflict with or be more stringent than the federal  
30 | regulations pertaining to such promotional displays and  
31 | advertising furnished to vendors by distributors, manufacturers,  
32 | importers, primary American sources of supply, or brand owners  
33 | or registrants, or any broker, sales agent, or sales person  
34 | thereof; provided, however, that:

35 |       (e) Coupons redeemable by vendors shall not be furnished  
36 | to consumers by manufacturers, distributors, or importers of  
37 | beer ~~to consumers~~.

38 |       Section 2. This act shall take effect July 1, 2013.