

By Senator Thrasher

6-00661A-13

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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 or importers  
5           of beer from furnishing coupons redeemable by vendors;  
6           providing an effective date.

7

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

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

12           561.42 Tied house evil; financial aid and assistance to  
13   vendor by manufacturer, distributor, importer, primary American  
14   source of supply, brand owner or registrant, or any broker,  
15   sales agent, or sales person thereof, prohibited; procedure for  
16   enforcement; exception.—

17           (12) Any manufacturer, distributor, importer, primary  
18   American source of supply, or brand owner or registrant, or any  
19   broker, sales agent, or sales person thereof, may give, lend,  
20   furnish, or sell to a vendor who sells the products of such  
21   manufacturer, distributor, importer, primary American source of  
22   supply, or brand owner or registrant any of the following: neon  
23   or electric signs, window painting and decalcomanias, posters,  
24   placards, and other advertising material herein authorized to be  
25   used or displayed by the vendor in the interior of his or her  
26   licensed premises. The division shall make reasonable rules  
27   governing promotional displays and advertising, which rules  
28   shall not conflict with or be more stringent than the federal  
29   regulations pertaining to such promotional displays and

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30 advertising furnished to vendors by distributors, manufacturers,  
31 importers, primary American sources of supply, or brand owners  
32 or registrants, or any broker, sales agent, or sales person  
33 thereof; provided, however, that:

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

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