

By Senator Artiles

40-01042-17

20171040__

1 A bill to be entitled
2 An act relating to beer or malt beverages; amending s.
3 561.42, F.S.; authorizing a manufacturer or importer
4 of beer or malt beverages to give or sell specified
5 glassware to vendors licensed to sell beer or malt
6 beverages for on-premises consumption; providing an
7 effective date.

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

10
11 Section 1. Paragraph (a) of subsection (14) 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 (14) The division shall adopt reasonable rules governing
19 promotional displays and advertising, which rules shall not
20 conflict with or be more stringent than the federal regulations
21 pertaining to such promotional displays and advertising
22 furnished to vendors by distributors, manufacturers, importers,
23 primary American sources of supply, or brand owners or
24 registrants, or any sales agent or sales person thereof;
25 however:

26 (a) If a manufacturer, distributor, importer, brand owner,
27 or brand registrant of beer or malt beverages ~~beverage~~, or any
28 sales agent or sales person thereof, provides a vendor with
29 expendable retailer advertising specialties such as trays,

40-01042-17

20171040__

30 coasters, mats, menu cards, napkins, cups, glassware ~~glasses~~,
31 thermometers, and the like, such items, except branded glassware
32 furnished by a manufacturer or importer, may be sold only at a
33 price not less than the actual cost to the industry member who
34 initially purchased them, without limitation in total dollar
35 value of such items sold to a vendor. A manufacturer or importer
36 may give or sell beer or malt beverage branded glassware to a
37 vendor licensed to sell beer or malt beverages for on-premises
38 consumption.

39 Section 2. This act shall take effect July 1, 2017.