

HOUSE BILL 571

Unofficial Copy
A1

1999 Regular Session
9r1723
CF 9r2084

By: **Delegate Barve**

Introduced and read first time: February 11, 1999

Assigned to: Economic Matters

A BILL ENTITLED

1 AN ACT concerning

2 **Alcoholic Beverages - Brewed Products - Advertising Signs**

3 FOR the purpose of increasing the maximum value of a sign advertising certain beer
4 or malt products that a brewer, nonresident dealer, or beer wholesaler may
5 furnish to the holder of a retail license; and generally relating to brewed
6 products.

7 BY repealing and reenacting, with amendments,
8 Article 2B - Alcoholic Beverages
9 Section 12-104(c)
10 Annotated Code of Maryland
11 (1998 Replacement Volume and 1998 Supplement)

12 SECTION 1. BE IT ENACTED BY THE GENERAL ASSEMBLY OF
13 MARYLAND, That the Laws of Maryland read as follows:

14 **Article 2B - Alcoholic Beverages**

15 12-104.

16 (c) (1) The provisions of this subsection apply only to brewed products.

17 (2) A brewer, nonresident dealer, or beer wholesaler may not furnish any
18 sign over [\$50] \$250 in value to the holder of any retail license issued under the
19 provisions of this article where the sign advertises the beer or malt products of a
20 particular brewer, nonresident dealer, or beer wholesaler.

21 (3) The sign shall contain brand identifiable advertising matter that is
22 prominent, permanent, and equal to the life and value of the utilitarian character of
23 the advertising item.

24 SECTION 2. AND BE IT FURTHER ENACTED, That this Act shall take
25 effect October 1, 1999.