

SENATE BILL 636

Unofficial Copy  
A1

1999 Regular Session  
9r2084  
CF 9r1723

---

By: **Senator Bromwell**

Introduced and read first time: February 5, 1999

Assigned to: Economic and Environmental Affairs

---

A BILL ENTITLED

1 AN ACT concerning

2 **Alcoholic Beverages - Beer or Malt Products - Advertising**

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] \$200 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.