

SENATE BILL 253

Unofficial Copy
A1

2000 Regular Session
0lr1844
CF 0lr1777

By: **Senator Bromwell**

Introduced and read first time: January 28, 2000

Assigned to: Economic and Environmental Affairs

A BILL ENTITLED

1 AN ACT concerning

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

3 FOR the purpose of increasing the value of a certain sign that a brewer, nonresident
4 dealer, or beer wholesaler can provide to retail alcoholic beverages license
5 holders; prohibiting a certain sign to exceed a certain value; and generally
6 relating to advertising signs for brewed 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 1999 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] SUBJECT TO PARAGRAPH (3) OF THIS SUBSECTION, A brewer,
18 nonresident dealer, or beer wholesaler may not furnish any sign over [\$50] \$150 in
19 value to the holder of any retail license issued under the provisions of this article
20 where the sign advertises the beer or malt products of a particular brewer,
21 nonresident dealer, or beer wholesaler.

22 (3) A SIGN THAT IS MANUFACTURED BY A BEER WHOLESALER AND
23 FURNISHED TO THE HOLDER OF ANY RETAIL LICENSE ISSUED UNDER THIS ARTICLE
24 MAY NOT BE OVER \$50 IN VALUE TO THE HOLDER OF THE RETAIL LICENSE WHERE
25 THE SIGN ADVERTISES THE BEER OR MALT PRODUCTS OF THE BEER WHOLESALER.

26 [(3)] (4) The sign shall contain brand identifiable advertising matter
27 that is prominent, permanent, and equal to the life and value of the utilitarian
28 character of the advertising item.

1 SECTION 2. AND BE IT FURTHER ENACTED, That this Act shall take effect
2 October 1, 2000.