

SUBJECT: Preannouncement of promotional events and purchases of wine and spirits

COMMITTEE: Licensing and Administrative Procedures — favorable, without amendment

VOTE: 9 ayes — Flores, Geren, Isett, Goolsby, Hamilton, Jones, Miles, Quintanilla, Thompson

0 nays

WITNESSES: For — (Registered, but not testify: Winn Atkins, DIAGEO; Alan Gray, Licensed Beverage Distributors; Joseph McMahan, Texas Restaurant Association; Dale Szyndrowski, Distilled Spirits Council of US (DISCUS))

Against — None

BACKGROUND: Alcoholic Beverage Code, sec. 102.07 allows a distilled spirits and wine wholesaler to prearrange or preannounce a promotional activity with a retailer about a promotional activity to be held on the retailer's premises. However, a distilled spirits and wine wholesaler may not preannounce a promotion or the purchase of wine or spirits to a consumer.

DIGEST: HB 1541 would amend Alcoholic Beverage Code, sec. 102.07 to allow a distilled spirits and wine wholesaler to preannounce a promotion or the purchase of wine or spirits to a consumer.

The bill would take effect September 1, 2007.