

## **BILL ANALYSIS**

Senate Research Center  
80R6626 AJA-D

H.B. 1541  
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Business & Commerce  
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Engrossed

### **AUTHOR'S / SPONSOR'S STATEMENT OF INTENT**

Current law allows for certain alcoholic beverage permittees to prearrange or preannounce a promotional activity with a retailer to be held on the retailer's premises. However, the permittee may not preannounce that same promotional activity to consumers to attend the promotional event.

H.B. 1541 authorizes certain alcoholic beverage permittees to preannounce a promotion or the purchase of wine or distilled spirits to a consumer. H.B. 1541 does not change any of the current restrictions in law on the types of promotional activities that permittees are allowed to conduct, it only allows those permittees to preannounce promotions currently permitted by the code to a consumer.

### **RULEMAKING AUTHORITY**

This bill does not expressly grant any additional rulemaking authority to a state officer, institution, or agency.

### **SECTION BY SECTION ANALYSIS**

SECTION 1. Amends Section 102.07(g), Alcoholic Beverage Code, to authorize a holder of an alcoholic beverage permit, or an agent, servant or employee of that person, to preannounce a promotion or the purchase of wine or distilled spirits to a consumer, rather than prohibiting such a person from preannouncing a promotion to a consumer if the person is the holder of a wholesaler's or class B wholesaler's permit or from preannouncing the purchase of wine or distilled spirits to a consumer.

SECTION 2. Effective date: September 1, 2007.