A bill to be entitled
An act relating to beer or malt beverages; amending s.
561.42, F.S.; authorizing a manufacturer or importer
of beer or malt beverages to give or sell specified
glassware to vendors licensed to sell beer or malt
beverages for on-premises consumption; providing an
effective date.

Be It Enacted by the Legislature of the State of Florida:

Section 1. Paragraph (a) of subsection (14) of section
561.42, Florida Statutes, is amended to read:

561.42 Tied house evil; financial aid and assistance to
vendor by manufacturer, distributor, importer, primary American
source of supply, brand owner or registrant, or any broker,
sales agent, or sales person thereof, prohibited; procedure for
enforcement; exception.—

(14) The division shall adopt reasonable rules governing
promotional displays and advertising, which rules shall not
conflict with or be more stringent than the federal regulations
pertaining to such promotional displays and advertising
furnished to vendors by distributors, manufacturers, importers,
primary American sources of supply, or brand owners or
registrants, or any sales agent or sales person thereof;
however:
(a) If a manufacturer, distributor, importer, brand owner, or brand registrant of beer or malt beverage, or any sales agent or sales person thereof, provides a vendor with expendable retailer advertising specialties such as trays, coasters, mats, menu cards, napkins, cups, branded glassware glasses, thermometers, and the like, such items, except branded glassware furnished by a manufacturer or importer, may be sold only at a price not less than the actual cost to the industry member who initially purchased them, without limitation in total dollar value of such items sold to a vendor. A manufacturer or importer may give or sell beer or malt beverage branded glassware to a vendor licensed to sell beer or malt beverages for on-premises consumption.

Section 2. This act shall take effect July 1, 2017.