

1 A bill to be entitled
 2 An act relating to beer or malt beverages; amending s.
 3 561.42, F.S.; authorizing a manufacturer or importer
 4 of beer or malt beverages to give or sell specified
 5 glassware to vendors licensed to sell beer or malt
 6 beverages for on-premises consumption; providing an
 7 effective date.

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

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 11 Section 1. Paragraph (a) of subsection (14) of section
 12 561.42, Florida Statutes, is amended to read:

13 561.42 Tied house evil; financial aid and assistance to
 14 vendor by manufacturer, distributor, importer, primary American
 15 source of supply, brand owner or registrant, or any broker,
 16 sales agent, or sales person thereof, prohibited; procedure for
 17 enforcement; exception.—

18 (14) The division shall adopt reasonable rules governing
 19 promotional displays and advertising, which rules shall not
 20 conflict with or be more stringent than the federal regulations
 21 pertaining to such promotional displays and advertising
 22 furnished to vendors by distributors, manufacturers, importers,
 23 primary American sources of supply, or brand owners or
 24 registrants, or any sales agent or sales person thereof;
 25 however:

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2017

26 (a) If a manufacturer, distributor, importer, brand owner,
27 or brand registrant of beer or malt beverages ~~beverage~~, or any
28 sales agent or sales person thereof, provides a vendor with
29 expendable retailer advertising specialties such as trays,
30 coasters, mats, menu cards, napkins, cups, branded glassware
31 ~~glasses~~, thermometers, and the like, such items, except branded
32 glassware furnished by a manufacturer or importer, may be sold
33 only at a price not less than the actual cost to the industry
34 member who initially purchased them, without limitation in total
35 dollar value of such items sold to a vendor. A manufacturer or
36 importer may give or sell beer or malt beverage branded
37 glassware to a vendor licensed to sell beer or malt beverages
38 for on-premises consumption.

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