

By Senator Detert

28-00451-14

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1 A bill to be entitled
2 An act relating to malt beverages; amending s. 561.42,
3 F.S.; removing the prohibition on beer samplings at
4 the premises of certain vendors; creating s. 563.09,
5 F.S.; authorizing malt beverage tastings upon certain
6 licensed premises; providing an effective date.

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

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

12 561.42 Tied house evil; financial aid and assistance to
13 vendor by manufacturer, distributor, importer, primary American
14 source of supply, brand owner or registrant, or any broker,
15 sales agent, or sales person thereof, prohibited; procedure for
16 enforcement; exception.—

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

25 ~~(c) Manufacturers, distributors, importers, brand owners,~~
26 ~~or brand registrants of beer, and any broker, sales agent, or~~
27 ~~sales person thereof, shall not conduct any sampling activities~~
28 ~~that include tasting of their product at a vendor's premises~~
29 ~~licensed for off-premises sales only.~~

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30 Section 2. Section 563.09, Florida Statutes, is created to
31 read:

32 563.09 Malt beverage tastings.—A licensed distributor of
33 malt beverages, or any vendor, may conduct malt beverage
34 tastings upon any licensed premises authorized to sell malt
35 beverages by package or for consumption on premises without
36 being in violation of s. 561.42 if the conduct of the malt
37 beverage tasting is limited to and directed toward the general
38 public of the age of legal consumption.

39 Section 3. This act shall take effect July 1, 2014.