

BILL SUMMARY
2nd Session of the 57th Legislature

Bill No.:	HB 3401
Version:	INT
Request Number:	10733
Author:	Rep. McEntire
Date:	2/26/2020
Impact:	ABLE: \$0

Research Analysis

HB 3401 clarifies that it is not considered an inducement for a brewer, beer distributor, small brewer self-distributor, or brewpub self-distributor to list the names and addresses of two or more retailers selling their products. The measure also clarifies that nothing shall prohibit such businesses from communicating with retail, mixed beverage, on-premises beer and wine, public event, special event, charitable auction, charitable alcoholic beverage event, or complimentary beverage licensees on social media. The licensees may request free social media advertising from the brewers and distributors, and the brewers and distributors may do so, so long as the social media post does not contain the retail price of any alcoholic beverage. No payment may be exchanged between licensees and brewers and distributors for the social media advertising.

Prepared By: Emily McPherson

Fiscal Analysis

HB 3401, upon review and with consultation from the Alcoholic Beverage Laws Enforcement Commission (ABLE), it is determined to have no fiscal or revenue considerations for the state.

Prepared By: Kristina King

Other Considerations

None.