

STATE OF OKLAHOMA

2nd Session of the 58th Legislature (2022)

COMMITTEE SUBSTITUTE  
FOR

SENATE BILL 1723

By: Coleman of the Senate

and

Marti of the House

COMMITTEE SUBSTITUTE

An Act relating to alcoholic beverages; amending 37A O.S. 2021, Section 3-116, which relates to sale of alcoholic beverages by licensed wine and spirits wholesalers; allowing wine and spirits wholesalers to adjust prices monthly; authorizing wine and spirits wholesalers to impose minimum fees; requiring wine and spirits wholesalers to provide electronic copies of prices for inspection to the ABLE Commission; prohibiting prices from being subject to the Oklahoma Open Records Act or public dissemination by the ABLE Commission; amending 37A O.S. 2021, Section 3-123, which relates to sale of alcoholic beverages to wholesalers, beer distributors, or retailers; exempting wholesalers from violations of ABLE Commission rules for imposition of minimum fees; repealing 37A O.S. 2021, Sections 3-116.1, 3-116.2, and 3-116.3, which relate to posting requirements for wholesalers; and declaring an emergency.

1  
2 BE IT ENACTED BY THE PEOPLE OF THE STATE OF OKLAHOMA:

3 SECTION 1. AMENDATORY 37A O.S. 2021, Section 3-116, is  
4 amended to read as follows:

5 Section 3-116. A. Any manufacturer or subsidiary of a  
6 manufacturer who markets its products solely through a subsidiary or  
7 subsidiaries, a distiller, rectifier, bottler, winemaker or importer  
8 of alcoholic beverages, bottled or made in a foreign country, either  
9 within or without this state, may sell such brands or kinds of  
10 alcoholic beverages to every licensed wine and spirits wholesaler  
11 who desires to purchase the same, on the same price basis and  
12 without discrimination or inducements, and shall further be required  
13 to sell such beverages only to those persons licensed as wine and  
14 spirits wholesalers.

15 B. The provisions of subsection A of this section shall not  
16 apply to a brewer except as otherwise stated herein. In the event a  
17 brewer, who has entered into territorial distribution agreements  
18 with beer distributors in this state, markets wine and spirits  
19 products in this state either itself or through a subsidiary or  
20 affiliate, then such brewer, subsidiary or affiliate may elect to  
21 designate beer distributors, with whom it has entered into  
22 territorial distribution agreements, as its designated wholesalers  
23 for any wine and spirit products to be sold by the brewer,  
24 subsidiary or affiliate within said beer distributors' existing

1 territories, provided such beer distributors must also hold a wine  
2 and spirits wholesaler license. In such event, the beer  
3 distributors shall be deemed designated wholesalers for the  
4 territory with respect to the designated products. Provided, in the  
5 event a beer distributor has not obtained a wine and spirits  
6 license, has elected not to sell wine and spirits in its respective  
7 territory or, in the brewer's commercially reasonable discretion, is  
8 not suitable to sell wine and spirits in its respective territory,  
9 then the brewer, subsidiary or affiliate may extend the territory of  
10 an existing beer distributor, with whom it has entered into a  
11 territorial distribution agreement and who holds a wine and spirits  
12 wholesaler license, for said territory. For purposes of this  
13 subsection only, the phrase "subsidiary or affiliate" shall mean any  
14 entity that the brewer controls, is controlled by, or is under  
15 common control with, during the time that the wine and spirits  
16 brands are offered for sale in this state, and "control" shall mean  
17 ownership of more than fifty percent (50%) of the voting securities  
18 or assets of, or the ability to dictate the material operations of,  
19 another entity. If the brewer, subsidiary or affiliate sells the  
20 wine and spirits brands to a manufacturer other than one that would  
21 otherwise fall within the provisions of this subsection, then the  
22 rights provided in this subsection which relate to the wine and  
23 spirits brands shall terminate. The rights provided to beer  
24 distributors pursuant to Section 3-111 of this title shall not be

1 extended to apply to the wine or spirits brands distributed pursuant  
2 to this subsection.

3 C. No manufacturer shall require a wine and spirits wholesaler  
4 to purchase any alcoholic beverages or any goods, wares or  
5 merchandise as a condition to the wine and spirits wholesaler  
6 obtaining or being entitled to purchase any alcoholic beverages.

7 Violation of this section shall be a misdemeanor. Conviction  
8 hereunder shall automatically revoke the violator's license.

9 D. In the event a manufacturer or nonresident seller has not  
10 designated a designated wholesaler to sell its products in the  
11 state, the nondesignated products shall be posted in accordance with  
12 the following:

13 1. On the first business day of each month, the manufacturer  
14 shall post with the ABLE Commission the price of all wine and  
15 spirits it proposes to offer for sale to licensed wine and spirit  
16 wholesalers in this state. All prices shall become effective on the  
17 first business day of the following month and shall remain in effect  
18 and unchanged for a period of not less than one (1) month. The  
19 posting shall be submitted on a form approved by the ABLE Commission  
20 and shall identify the brand, size, alcohol content and price of  
21 each item intended to be offered for sale. No change or  
22 modification of the posted price shall be permitted except upon  
23 written permission from the ABLE Commission based on good cause  
24 shown;

1        2. When a new item is registered, or an old item is  
2 discontinued, or any change is made by a manufacturer or nonresident  
3 seller as to price, age, proof, label or type of bottle of any item  
4 offered for sale in this state, such new item, discontinued item or  
5 change in price, age, proof, label or type of bottle of any item  
6 shall be listed separately on the cover page of the price schedule  
7 and, in the case of prices changed, shall reflect both the old and  
8 the new price of the item changed. All new items and changes as to  
9 age, proof, label or type of bottle in which any item is offered for  
10 sale shall first be submitted in writing to the ABLE Commission for  
11 approval under such requirements as it may deem proper. Approval or  
12 disapproval of price changes shall not be required if filed in  
13 conformity with the provisions of this subsection.

14            a. In addition to the foregoing requirements, the  
15 manufacturer shall, at the same time, on regular forms  
16 provided by the ABLE Commission, re-register all items  
17 of alcoholic beverage which the manufacturer had  
18 registered and offered for sale in this state during  
19 the previous price period.

20            b. A short form of price posting may be permitted by the  
21 ABLE Commission for any price period in which no new  
22 item is offered or old item discontinued, or change is  
23 made in the price, age, proof, label or type of bottle  
24 of any item offered by any manufacturer. Such short

1 form shall contain only such statements as the  
2 Director may require or permit;

3 3. The brand name, size, proof and type of alcoholic beverages  
4 must be shown on each container sold in this state;

5 4. No brand of alcoholic beverage shall be listed on a price  
6 list or posting in more than one place, or offered for sale by more  
7 than one method, or at more than one price, except as provided  
8 hereafter:

9 a. a manufacturer who has posted F.O.B. prices from a  
10 foreign shipping point shall also list the same  
11 item(s) at an F.O.B. point within the continental  
12 United States. Only one United States F.O.B. point  
13 shall be permitted, and

14 b. a manufacturer may list on their price list or posting  
15 an item of specific size that may be packaged in more  
16 than one type or design container, provided that the  
17 containers being offered have been approved by the  
18 ABLE Commission;

19 5. The manufacturer shall sell to the wine and spirits  
20 wholesalers all items of wine and spirits at the current posted  
21 price in effect on the date of the shipment as shown on the  
22 manifest, bill of lading or invoice;

23 6. A full and correct copy of each said price registration  
24 shall be transmitted to wine and spirits wholesalers on the same day

1 such prices are filed with or mailed to the ABLE Commission. Proof  
2 of such mailing or delivery shall be furnished the ABLE Commission  
3 by the manufacturer with the price registration or upon request;

4 7. The sale, or offer to sell, of any item of alcoholic  
5 beverage by a manufacturer to a wine and spirits wholesaler at a  
6 price not in compliance with the price posted with the ABLE  
7 Commission may be deemed a violation; and

8 8. This subsection shall not apply to a manufacturer that has  
9 designated a wine and spirits wholesaler to sell its product in the  
10 state or a brewer who has appointed a beer distributor as a  
11 designated wholesaler pursuant to subsection B of Section 3-116 of  
12 this title, with respect to designated products.

13 E. Every wine and spirits wholesaler shall maintain its wine  
14 and spirits prices through the end of the calendar month. The wine  
15 and spirits wholesaler may change any wine and spirits price at the  
16 beginning of each calendar month.

17 F. Every wine and spirits wholesaler is authorized to fill  
18 orders non-sequentially and impose minimum order, delivery,  
19 handling, processing, repackaging, and invoicing fees onto its  
20 orders. These activities shall not constitute a violation of this  
21 title or any rule promulgated under this title.

22 G. Every wine and spirits wholesaler shall make available for  
23 inspection by the ABLE Commission upon request an electronic copy of  
24 the prices in which its wine and spirits were sold to the retail

1 tier in this state. The electronic copy shall list the line-item  
2 price, handling cost, transportation cost, and any other costs that  
3 may be associated with the sale or delivery of that item. The  
4 prices provided by the wine and spirits wholesaler shall not be  
5 subject to the Open Records Act or publicly disseminated by the ABLE  
6 Commission.

7 SECTION 2. AMENDATORY 37A O.S. 2021, Section 3-123, is  
8 amended to read as follows:

9 Section 3-123. A. It shall be unlawful for any person  
10 privileged to sell alcoholic beverages to wholesalers, beer  
11 distributors or retailers:

12 1. To discriminate, directly or indirectly, in price between  
13 one wine and spirits wholesaler and another wine and spirits  
14 wholesaler, when that manufacturer has not designated a single wine  
15 and spirits wholesaler, or between one retailer and another retailer  
16 purchasing alcoholic beverages bearing the same brand or trade name  
17 and of like age and quality, unless otherwise provided by law; or

18 2. To grant, directly or indirectly, any discount, rebate, free  
19 goods, allowance or other inducement.

20 B. The ABLE Commission is hereby authorized to promulgate rules  
21 which are necessary to carry out the purpose of this section and to  
22 prevent its circumvention by offering or giving of any rebate,  
23 allowance, free goods, discount or any other thing or service of  
24 value; provided, the ~~posting or invoicing of charges per order for~~



~~processing minimum orders or per case for the handling or repacking~~  
~~of goods~~ imposition of minimum order, delivery, handling,  
processing, repackaging, and invoicing fees onto its order by wine  
and spirits wholesalers and beer distributors ~~for sales in less than~~  
~~full case lots~~ shall not constitute a violation of this section.

C. For the violation of any provision of this section or of any  
rule duly promulgated under this section, the ABLE Commission may  
suspend or revoke a license as follows:

1. For a first offense, not exceeding ten (10) days' suspension  
of license;

2. For a second offense, not exceeding thirty (30) days'  
suspension of license; and

3. For a third offense, the ABLE Commission shall revoke the  
license.

D. For purposes of this section, and except as otherwise  
provided in subsection E of this section, "inducement" means  
directly or indirectly offering, selling, trading, giving or  
furnishing any discount, free goods, electronic or nonelectronic  
refrigerated equipment, barrels, tubs, fixtures, dispensing  
equipment, outdoor electric or nonelectric advertising structure  
displaying the retailer's name, permanent shelving, supplies, gifts,  
prizes, instantly redeemable coupons, premiums, retailer rebates,  
services of any employee including but not limited to affixing price  
labels or tags, routinely stocking product on shelves other than the

1 stocking of cold boxes, paying a third party for entering product  
2 and price information into a retailer's computer system, portal,  
3 website, spreadsheet or third-party system, handling product that  
4 was not sold to the retailer by the licensee, paying a slotting fee,  
5 selling on consignment, operating a retailer's cash register,  
6 conducting janitorial services, decoration, samples of alcoholic  
7 beverages, personal property or other inducement or thing of value  
8 to any retail spirit, retail beer, retail wine, beer and wine, mixed  
9 beverage, caterer, bottle club or special event licensee, wine and  
10 spirits wholesaler or beer distributor, their agents or employees.

11 E. It shall not be deemed an inducement for a brewer, beer  
12 distributor, small brewer self-distributor or brewpub self-  
13 distributor to voluntarily take the following merchandising actions  
14 with the permission of the retail licensee:

15 1. Furnish point-of-sale advertising materials and consumer  
16 advertising specialties, as those terms are defined in 27 C.F.R.,  
17 Section 6.84 and in compliance with the other limits and  
18 restrictions provided in 27 C.F.R., Section 6.84;

19 2. Give or sell product displays, including but not limited to  
20 barrels and tubs, provided that the value of such displays does not  
21 exceed the limits and restrictions provided in 27 C.F.R., Section  
22 6.83;

1        3. Build product displays, accessible to the customer and  
2 without disturbing competitors' products, for the product being  
3 delivered by the beer distributor;

4        4. Affix pricing to the shelf strip or product display for the  
5 product being delivered by the beer distributor, small brewer self-  
6 distributor or brewpub self-distributor, or brewed by the brewer;

7        5. Routinely stock and restock shelves and cold boxes and  
8 rotate product that has been sold to the retail licensee by the beer  
9 distributor, small brewer self-distributor or brewpub self-  
10 distributor, or brewed by the brewer;

11       6. Furnish things of value to a temporary retailer, as defined  
12 in 27 C.F.R., Section 6.85;

13       7. Sell equipment or supplies to a retail licensee, provided  
14 the equipment or supplies are sold at a price not less than the cost  
15 to the industry member and payment is collected within thirty (30)  
16 days of the sale;

17       8. Install dispensing accessories at the retail location, as  
18 long as the retailer bears the cost of installation including  
19 equipment; or furnish, give or sell coil cleaning services to a  
20 retailer;

21       9. Withdraw quantities of beer or cider in undamaged, original  
22 packaging from the retail licensee's stock, provided the beer  
23 distributor, small brewer self-distributor, brewpub self-distributor  
24 or brewer sold such beer, directly or indirectly, to the retail

licensee and such removal is otherwise permitted under Section 3-115 of this title; provided, however, replacing with beer or cider of equivalent value shall not be considered a consignment sale;

10. Provide mail-in rebates for beer, cider and nonalcoholic beverage merchandise items, funded by the brewer and redeemed by the brewer, either by itself or through a third-party fulfillment company, for a discount or rebate on the beer, cider or nonalcoholic item;

11. Provide a recommended shelf plan or shelf schematic to a retail licensee for all or any portion of the inventory sold by the retail licensee;

12. Furnish or give a sample of beer or cider to a retailer who has not purchased the brand from that brewer, beer distributor, small brewer self-distributor or brewpub self-distributor within the last twelve (12) months, provided that the brewer, beer distributor, small brewer self-distributor or brewpub self-distributor may not give more than thirty-six (36) ounces of any brand of beer or cider to a specific retailer;

13. Furnish or give newspaper cuts, mats or engraved blocks for use in retailers' advertisements;

14. Package and distribute beer or cider in combination with other nonalcoholic items for sale to consumers;

15. Give or sponsor educational seminars for employees of retailers either at the brewer, beer distributor, small brewer self-

1 distributor or brewpub self-distributor's premises or at the  
2 retailer's establishment, including seminars dealing with use of a  
3 retailer's equipment, training seminars for employees of retailers  
4 or tours of the brewer, beer distributor, small brewer self-  
5 distributor, or brewpub self-distributor's plant premises, provided  
6 that the brewer, beer distributor, small brewer self-distributor or  
7 brewpub self-distributor shall not pay the retailer for the  
8 employees' travel, lodging or other expenses in conjunction with an  
9 educational seminar but may provide nominal hospitality during the  
10 event;

11 16. Conduct tasting or sampling activities at a retail  
12 establishment and purchase the products to be used from the retailer  
13 so long as the purchase price paid does not exceed the ordinary  
14 retail price; provided, a beer distributor shall not be required to  
15 provide labor for such sampling activities;

16 17. Offer contest prizes, premium offers, refunds and like  
17 items directly to consumers so long as officers, employees and  
18 representatives of brewers, beer distributors, small brewer self-  
19 distributors, brewpub self-distributors and licensed retailers are  
20 excluded from participation;

21 18. List the names and addresses of two or more unaffiliated  
22 retailers selling the products of a brewer, beer distributor, small  
23 brewer, small brewer self-distributor or brewpub self-distributor in  
24 an advertisement of such brewer, beer distributor, small brewer,

1 small brewer self-distributor or brewpub self-distributor so long as  
2 the requirements of 27 C.F.R., Section 6.98 are satisfied,  
3 considering applicable guidance issued by the United States  
4 Department of the Treasury Alcohol and Tobacco Tax and Trade Bureau;  
5 provided, nothing in the Oklahoma Alcoholic Beverage Control Act  
6 shall prohibit a retail, mixed beverage, on-premises beer and wine,  
7 public event, special event, charitable auction, charitable  
8 alcoholic beverage event, or complimentary beverage licensee from  
9 communicating with a brewer, beer distributor, small brewer, small  
10 brewer self-distributor or brewpub self-distributor on social media  
11 or sharing media on the social media page or site of a brewer, beer  
12 distributor, small brewer, small brewer self-distributor or brewpub  
13 self-distributor. A retail, mixed beverage, on-premises beer and  
14 wine, public event, special event, charitable auction, charitable  
15 alcoholic beverage event, or complimentary beverage licensee may  
16 request free social media advertising from a brewer, beer  
17 distributor, small brewer, small brewer self-distributor or brewpub  
18 self-distributor; provided, nothing in this section shall prohibit a  
19 brewer, beer distributor, small brewer, small brewer self-  
20 distributor or brewpub self-distributor from sharing, reposting or  
21 forwarding a social media post by a retail, mixed beverage, on-  
22 premises beer and wine, public event, special event, charitable  
23 auction, charitable alcoholic beverage event, or complimentary  
24 beverage licensee, as long as the sharing, reposting or forwarding

1 of the social media post does not contain the retail price of any  
2 alcoholic beverage. No brewer, beer distributor, small brewer,  
3 small brewer self-distributor or brewpub self-distributor shall pay  
4 or reimburse a retail, mixed beverage, on-premises beer and wine,  
5 public event, special event, charitable auction, charitable  
6 alcoholic beverage event, or complimentary beverage licensee,  
7 directly or indirectly, for any social media advertising services.  
8 No retail, mixed beverage, on-premises beer and wine, public event,  
9 special event, charitable auction, charitable alcoholic beverage  
10 event, or complimentary beverage licensee shall accept any payment  
11 or reimbursement, directly or indirectly, for any social media  
12 advertising service offered by a brewer, beer distributor, small  
13 brewer, small brewer self-distributor or brewpub self-distributor.  
14 For purposes of this paragraph, "social media" means a service,  
15 platform or site where users communicate with one another and share  
16 media, such as pictures, videos, music and blogs, with other users  
17 free of charge; or

18 19. Entering product and price information into a retailer's  
19 portal, website, spreadsheet or third-party system. A brewer may  
20 pay for a third-party system that provides data and pricing services  
21 to the brewer or a beer distributor.

22 F. It shall not be deemed an inducement for a brewer, beer  
23 distributor, small brewer self-distributor or brewpub self-  
24 distributor to engage in the following marketing activities,

provided that the brewer, beer distributor, small brewer self-distributor or brewpub self-distributor shall not pay the retailer's travel costs other than those for local transportation or lodging:

1. Provide tickets to a retailer for a sporting or entertainment event so long as a representative of the brewer, beer distributor, small brewer self-distributor or brewpub self-distributor attends the event with the retailer;

2. Provide food and beverage to a retailer for immediate consumption:

a. at a meeting at which the primary purpose is the discussion of business,

b. at a convention when the food and beverages are offered to all participants, or

c. at a sports or entertainment event that the representatives of a brewer, beer distributor, small brewer self-distributor or brewpub self-distributor attend with the retailer;

3. Participate in retailer association activities by engaging in the following actions:

a. displaying products at a convention or trade show,

b. renting display booth space if the rental fee is the same as paid by all exhibitors at the event,

c. providing its own hospitality which is independent from association-sponsored activities,



- 1           d.    purchasing tickets to functions and paying  
2                registration fees if the payments or fees are the same  
3                as paid by all attendees, participants or exhibitors  
4                at the event, or  
5           e.    making payments for advertisements in programs or  
6                brochures issued by retailer associations at a  
7                convention or trade show; or

8           4.    Giving or selling outdoor signs to a retailer so long as the  
9    following requirements of 27 C.F.R., Section 6.102 are satisfied:

- 10           a.   the sign bears conspicuous and substantial advertising  
11                matter about the product or the brewer, beer  
12                distributor, small brewer self-distributor or brewpub  
13                self-distributor which is permanently inscribed or  
14                securely affixed,  
15           b.   the retailer is not compensated, directly or  
16                indirectly, such as through a sign company, for  
17                displaying the signs, and  
18           c.   a permanent outdoor sign does not contain the  
19                retailer's name.

20           SECTION 3.        REPEALER        37A O.S. 2021, Sections 3-116.1, 3-  
21    116.2, and 3-116.3, are hereby repealed.

22           SECTION 4.   It being immediately necessary for the preservation  
23    of the public peace, health or safety, an emergency is hereby  
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1 declared to exist, by reason whereof this act shall take effect and  
2 be in full force from and after its passage and approval.

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