

BILL SUMMARY
1st Session of the 58th Legislature

Bill No.:	SB 269
Version:	ENGR
Request Number:	
Author:	Rep. Strom
Date:	4/9/2021
Impact:	ABLE: \$0

Research Analysis

SB 269 authorizes retail, missed beverage, on-premises beer and wine, public event, special event, charitable auction, charitable alcoholic beverage event, or complimentary beverage licensees to:

- Communicate with brewers and beer distributors and social media; and
- Request free social media advertising from brewers or beer distributors.

The measure prohibits and brewing and distribution entities from paying or reimbursing licensees for social media advertising. However, these entities may repost, share or forward social media posts made by licensees so long as the post does not include the retail price of any alcoholic beverage.

Prepared By: Emily McPherson

Fiscal Analysis

The measure allows social media communication between retail, mixed beverage, on-premises beer and wine, public event, special event, charitable auction, charitable alcoholic beverage event, or complimentary beverage licensees and brewers, beer distributors, small brewers, small brewer self-distributors, or brewpub self-distributors.

Upon review and with consultation from the Alcoholic Beverage Laws Enforcement Commission, no direct impact to state revenues or expenditures is anticipated from passage of the measure.

Prepared By: Clayton Mayfield

Other Considerations

None.