

Bill Summary
2nd Session of the 58th Legislature

Bill No.:	SB 1727
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Bill Analysis

SB 1727 directs the Alcoholic Beverages Law Enforcement Commission (ABLE) to create the Alcoholic Beverage Regulatory Business Program. The Program shall enable a person to obtain limited access to the market in the state to test an innovative alcoholic beverage product or service without obtaining a license. License holders may also apply for the Program. The measure authorizes the Program to enter into agreements with other states that implemented a similar program as well as to follow the practices of the Consumer Financial Protection Bureau. Applicants to the program shall provide to the Commission an application in a form prescribed by the Commission. The application shall contain a refundable application fee, demonstrate the applicant is subject to the jurisdiction of the state, demonstrate the applicant has established a physical or virtual location that is adequately accessible to the Commission, contact information, disclosures of criminal convictions, demonstrations of feasibility of the operation, and a description of the product.

Applicants must file separate applications for each innovative product. The Commission shall inform the applicant of acceptance or denial 90 days after receiving the application. The Commission may deny an application at its discretion. Participants shall have 12 months to test the product. Consumers must be residents of the state. The Commission may limit the number of consumers and items served at its discretion on a case-by-case basis. The Commission may also end the participant's program at any time. Participants in the program must also make certain disclosures to consumers. Participants must provide a report to the Commission every quarter as outlined in the measure. After 12 months, the participant's test shall end, at which time it may request an extension no more than 30 days prior to the end of the test. Participants granted an extension shall provide a report to the Commission of efforts to obtain a license every 3 months.

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