

ASSEMBLY BILL

No. 805

Introduced by Assembly Member Cortese

February 22, 1995

An act to amend Section 25503.3 of the Business and Professions Code, relating to alcoholic beverages.

LEGISLATIVE COUNSEL'S DIGEST

AB 805, as introduced, Cortese. Alcoholic beverages.

Existing law authorizes a winegrower, beer manufacturer, brandy manufacturer, distilled spirits manufacturer, or distilled spirits manufacturer's agent to advertise in any regular publication, published at least quarterly, of any bona fide trade association the members of which are food or alcoholic beverage retailers, which does not advertise on behalf of, or directly benefit, any individual retail licensee.

This bill would change that authorization to apply to publications published at least annually.

Vote: majority. Appropriation: no. Fiscal committee: no. State-mandated local program: no.

The people of the State of California do enact as follows:

1 SECTION 1. Section 25503.3 of the Business and
2 Professions Code is amended to read:
3 25503.3. Anything in this division to the contrary
4 notwithstanding, any winegrower, beer manufacturer,
5 brandy manufacturer, distilled spirits manufacturer, or
6 distilled spirits manufacturer's agent may, at parties held,

1 or in hospitality rooms maintained, in conjunction with
2 meetings, conventions, or combined conventions and
3 trade shows of bona fide trade associations of retail
4 licensees, serve and provide free of charge, food, and
5 alcoholic and nonalcoholic beverages to the retail
6 licensees and their guests while attending those
7 meetings, conventions, or combined conventions and
8 trade shows.

9 Any person specified in this section may advertise in
10 any regular publication of a bona fide trade association
11 the members of which are food or alcoholic beverage
12 retailers, published at least ~~quarterly~~ *annually*, if that
13 publication does not advertise on behalf of, or directly
14 benefit, any individual retail licensee.

