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VETERANS AND LEGAL AFFAIRS

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STATE OF MAINE
SENATE
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FIRST REGULAR SESSION

COMMITTEE AMENDMENT " " to S.P. 616, L.D. 1826, Bill, "An Act To Update the Laws Relating to Liquor Licensing and Enforcement"

Amend the bill by inserting after section 2 the following:

'Sec. 3. 28-A MRSA §83-C, sub-§2-A is enacted to read:

2-A. Special pricing situations. Notwithstanding section 1651, the bureau may, by rule, set retail prices on spirits at different levels than those established by the commission in the following circumstances.

A. The bureau may establish special retail prices on certain listed spirits items to be made available to the consumer at all agency liquor stores.

B. The bureau may reduce the retail price of a listed spirits item that is unlikely to be sold for the retail price set by the commission.

C. The bureau may reduce, at the expense of the manufacturer or supplier, the retail price of those test-market spirits items that fail to meet set minimum gross profit standards after a 3-month period.'

Amend the bill by striking out all of sections 5 to 8 and inserting the following:

'Sec. 5. 28-A MRSA §460, sub-§2, ¶M-1, as amended by PL 2019, c. 79, §1, is further amended to read:

M-1. Spirits served at a taste-testing event must be provided by the agency liquor store or purchased, at the retail list price, by a licensed sales representative participating in the taste-testing event from existing stock available for purchase at the agency liquor store.

Sec. 6. 28-A MRSA §606, sub-§1, as amended by PL 2013, c. 368, Pt. V, §35, is further amended to read:

1. Purchase of liquor. Subject to the restrictions provided in subsection 1-A, a person licensed to sell spirits and fortified wine for on-premises consumption must purchase spirits and fortified wine from an agency liquor store licensed as a reselling

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1 agent under section 453-C. This subsection does not apply to public service corporations  
2 operating interstate.'

3 Amend the bill by inserting after section 11 the following:

4 '**Sec. 12. 28-A MRSA §606, sub-§4-B**, as enacted by PL 2019, c. 168, §1, is  
5 amended to read:

6 **4-B. Discount rate for small distilleries.** Beginning July 1, 2019, the bureau shall  
7 set the price of spirits produced by a small distillery licensed under section 1355-A,  
8 subsection 5, paragraph B and retained by that small distillery for sale under section  
9 1355-A, subsection 5, paragraph G or H at a discount of 22.75% of the ~~list~~ retail price.'

10 Amend the bill by striking out all of sections 12 to 14 and inserting the following:

11 '**Sec. 12. 28-A MRSA §708, sub-§7**, as amended by PL 2009, c. 504, §1, is  
12 further amended to read:

13 **7. Instant marketing promotions.** ~~A The bureau, a manufacturer or a supplier of~~  
14 ~~spirits listed for sale by the commission may offer monetary rebates in the form of instant~~  
15 ~~redeemable coupons attached to the spirits product as approved by the commission in~~  
16 ~~accordance with conditions established by the commission or rules established by the~~  
17 ~~commission bureau.~~ Agency store licensees may redeem the coupons only upon proof of  
18 purchase and in accordance with the terms listed on the coupon. ~~Instant redeemable~~  
19 ~~coupons included with a spirits product must be inserted in the package by the~~  
20 ~~manufacturer or attached to the package by the manufacturer, manufacturer's agent or~~  
21 ~~manufacturer's sales representative.~~ Instant redeemable coupons provided by the  
22 manufacturer's agent or manufacturer's sales representative must be made available to all  
23 agency store licensees electing to offer the coupon in an amount equal to the agency  
24 store's inventory of spirits products that are subject to the coupon promotion. ~~Instant~~  
25 ~~redeemable coupons attached to spirits sold to on-premise retail licensees by reselling~~  
26 ~~agents are for the benefit of the on-premise retail licensee.~~ The bureau, the manufacturer  
27 or the supplier of spirits may offer instant redeemable coupons to consumers through the  
28 bureau's, the manufacturer's or the supplier's publicly accessible website, other digital  
29 media platforms or print media. An instant redeemable coupon ~~attached to a~~ used in a  
30 manner provided in this subsection for a spirits product sold by an agency store licensee  
31 to a consumer is for the benefit of the consumer who purchases the spirits product.

32 **Sec. 13. 28-A MRSA §708-C**, as amended by PL 2017, c. 347, §2, is further  
33 amended to read:

34 **§708-C. Donations to public broadcasting stations, municipal entities, incorporated**  
35 **civic organizations and national organizations**

36 **1. Donations for an auction or award.** A person licensed by the bureau under  
37 section 1355-A, a certificate of approval holder, a manufacturer or supplier of ~~distilled~~  
38 spirits or a wholesaler may donate a certificate to purchase its product or donate its  
39 product to a public broadcasting station, a municipal entity, an incorporated civic  
40 organization or a similarly purposed national organization designated by the United  
41 States Internal Revenue Service under the United States Internal Revenue Code of 1986,  
42 Section 501(c)(3) for the purpose of an auction or to offer as a prize, gift or award in  
43 conjunction with efforts to support the purposes of the incorporated civic organization,

1 similarly purposed organization, municipal entity or public broadcasting station. Spirits  
2 donated in accordance with this subsection must be listed by the commission for sale in  
3 this State, clearly labeled as a donation and purchased from the State's wholesale liquor  
4 provider at ~~list~~ the wholesale price. A person authorized to make a donation in  
5 accordance with this subsection shall maintain a record of each donation, including the  
6 value of the donation and the date on which it was made. A recipient of a donation under  
7 this subsection must be 21 years of age or older.

8 **2. Donations for consumption at on-premises events.** A person licensed by the  
9 bureau under section 1355-A, a certificate of approval holder, a manufacturer or supplier  
10 of spirits or a wholesaler may donate its product or provide malt liquor, wine, spirits or  
11 fortified wine at a reduced price to a person licensed by the bureau to serve ~~alcoholic~~  
12 ~~beverages~~ liquor for on-premises consumption at an event designed to benefit a municipal  
13 entity, an incorporated civic organization or a similarly purposed national organization  
14 designated by the United States Internal Revenue Service under the United States Internal  
15 Revenue Code of 1986, Section 501(c)(3). ~~Spirits donated in accordance with this~~  
16 ~~subsection must have first been sold to the State or the State's contracted wholesaler for~~  
17 ~~listing, pricing and distribution in accordance with this Title.~~ Spirits donated in  
18 accordance with this subsection must be listed by the commission for sale in this State,  
19 clearly labeled as a donation and purchased from the State's wholesale liquor provider at  
20 the wholesale price. A person authorized to make a donation or offer its product at a  
21 reduced price under this subsection shall maintain a record of the products donated or  
22 offered, including the value of each, the reduced price when applicable and the date on  
23 which the product was provided. All applicable excise taxes on donated malt liquor,  
24 wine, spirits and fortified wine must be remitted as required by this Title. A licensee  
25 provided product in accordance with this subsection:

26 A. Shall maintain a record of each product received and the date on which it was  
27 received;

28 B. Shall maintain a record of the name of the municipal entity, incorporated civic  
29 organization or similarly purposed national organization the event was designed to  
30 benefit and for which the product is provided;

31 C. Shall ensure that the product provided is served only at the event designed to  
32 benefit the municipal entity, incorporated civic organization or similarly purposed  
33 national organization;

34 D. Shall ensure that excess product that was donated for the event is returned to the  
35 donor within a reasonable period after the event; and

36 E. Shall ensure that containers holding donated product are returned to the donor for  
37 recycling as appropriate and not presented for redemption under Title 32, chapter 28.

38 For purposes of this section, "municipal entity" means a county, city, town or  
39 municipal agency or department.

40 **Sec. 14. 28-A MRSA §709, sub-§1, ¶A,** as amended by PL 2013, c. 504, §1, is  
41 further amended to read:

42 A. ~~No~~ A licensee ~~or~~ employee of a licensee or agent of a licensee may not:

43 (1) Offer or deliver any free liquor to any person or group of persons;

1 (2) Deliver more than ~~2 drinks containing~~ 4 1/2 ounces of spirits, a carafe  
2 containing more than one liter or 33.8 ounces of wine; or any serving or pitcher  
3 containing more than one liter or 33.8 ounces of malt liquor; to one person at one  
4 time;

5 (3) Sell, offer to sell or deliver to any person or group of persons an unlimited  
6 number of drinks for a fixed price, except at private functions not open to the  
7 public;

8 (4) Encourage or permit, on the licensed premises, any game or contest that  
9 involves drinking or the awarding of drinks as prizes; or

10 (5) Engage in any other practice the specific purpose of which is to encourage  
11 customers of the licensee to drink to excess.

12 **Sec. 15. 28-A MRSA §710, sub-§1**, as amended by PL 2013, c. 207, §1, is  
13 further amended to read:

14 **1. Advertising outside of licensed premises.** A person, except wholesale licensees  
15 and certificate of approval holders, may not advertise or permit to be advertised, by more  
16 than ~~2~~ 5 signs, on the outside of any licensed premises, or on any building, ground or  
17 premises under that person's control and contiguous or adjacent to the licensed premises:

18 A. The fact that the licensee has liquor or any brand of liquor for sale;

19 B. The price at which liquor is sold by the licensee; or

20 C. Any other advertisement that indicates any reference to liquor other than the name  
21 of the licensed premises, an image accompanying the name of the licensed premises  
22 or a brand name or image appearing on a patio umbrella in an outside seating area of  
23 the licensed premises.

24 For agency liquor stores, ~~one~~ 2 of the ~~2~~ 5 signs permitted by this subsection ~~is an~~ are  
25 agency liquor store ~~sign~~ signs as described by rule.'

26 Amend the bill by striking out all of section 19 and inserting the following:

27 '**Sec. 19. 28-A MRSA §1052-D, sub-§1**, as enacted by PL 2013, c. 531, §4, is  
28 amended to read:

29 **1. Taste-testing event license.** A person who has been issued a license under  
30 section 1355-A, a wholesaler licensed under section 1401 ~~or~~, a person who has been  
31 granted a certificate of approval from the bureau, a supplier or foreign manufacturer of  
32 spirits or a broker may apply jointly in any combination for a license to participate in a  
33 taste-testing event subject to the conditions prescribed by this section. For the purposes  
34 of this section, "broker" means a person who represents suppliers or manufacturers of  
35 spirits and "foreign manufacturer of spirits" means a person who produces spirits outside  
36 of the State.'

37 Amend the bill by striking out all of section 21 and inserting the following:

38 '**Sec. 21. 28-A MRSA §1052-D, sub-§6**, as enacted by PL 2013, c. 531, §4, is  
39 amended to read:

1           **6. Up to 10 licensed events per year; one event per license.** A certificate of  
2 approval holder, a manufacturer licensed under section 1355-A, a supplier or foreign  
3 manufacturer of spirits, a broker or a wholesaler licensed under section 1401 may obtain  
4 up to 10 licenses under this section per calendar year. Each license permits a taste-testing  
5 event lasting up to 4 consecutive days.

6           **Sec. 22. 28-A MRSA §1052-D, sub-§7, ¶I**, as enacted by PL 2013, c. 531, §4, is  
7 amended to read:

8           I. A licensee under this section who is a manufacturer licensed under section  
9 1355-A, is a wholesaler licensed under section 1401 or is a certificate of approval  
10 holder may provide for taste testing any malt liquor or wine that the licensee,  
11 wholesaler or manufacturer manufactures or distributes that is registered and  
12 authorized for distribution and sale under this Title ~~or~~. A licensee under this section  
13 who is a manufacturer of spirits licensed under section 1355-A, a supplier or foreign  
14 manufacturer of spirits or a broker may provide for taste testing any ~~spirits~~ the  
15 ~~licensee or manufacturer manufactures~~ listed for sale by the ~~bureau~~ commission.  
16 Excise taxes for malt liquor and wine under section 1652 must be paid before the  
17 scheduled date of the taste-testing event.'

18           Amend the bill by striking out all of sections 24 and 25 and inserting the following:

19           **'Sec. 24. 28-A MRSA §1355-A, sub-§5, ¶G**, as amended by PL 2019, c. 168,  
20 §3, is further amended to read:

21           G. Notwithstanding paragraph D, a holder of a small distillery license that sells its  
22 products directly to consumers for off-premises consumption under paragraph B,  
23 subparagraph (3) or subsection 2, paragraph C, D or E may pay the bureau the  
24 difference between the distillery's price charged to the bureau and the ~~discounted list~~  
25 retail price charged by the bureau under section 606, subsection 4-B. A small  
26 distillery is not required to transport spirits that will be sold for off-premises  
27 consumption as described in this paragraph to a warehouse operated by the bureau or  
28 by a wholesaler contracted by the bureau under section 90. A holder of a small  
29 distillery license shall record the quantity of spirits sold for off-premises consumption  
30 that were not transported to a warehouse as described in this paragraph and submit  
31 monthly reports of this information, along with the full amount of state liquor tax due  
32 as prescribed by chapter 65, to the bureau in a manner prescribed by the bureau.

33           **Sec. 25. 28-A MRSA §1355-A, sub-§5, ¶H**, as amended by PL 2019, c. 168, §4,  
34 is further amended to read:

35           H. Notwithstanding paragraph D, a holder of a small distillery license that sells its  
36 products directly to consumers for on-premises consumption under paragraph E or  
37 subsection 2, paragraph B, E or F may pay the bureau the difference between the  
38 distillery's price charged to the bureau and the ~~discounted list~~ retail price charged by  
39 the bureau under section 606, subsection 4-B. A small distillery is not required to  
40 transport spirits that will be sold for on-premises consumption as described in this  
41 paragraph to a warehouse operated by the bureau or by a wholesaler contracted by the  
42 bureau under section 90. A holder of a small distillery license shall record the  
43 quantity of spirits sold for on-premises consumption that were not transported to a  
44 warehouse as described in this paragraph and submit monthly reports of this

1 information, along with the full amount of state liquor tax due as prescribed by  
2 chapter 65, to the bureau in a manner prescribed by the bureau.'

3 Amend the bill by inserting after section 26 the following:

4 '**Sec. 27. 28-A MRSA §1651, sub-§1**, as amended by PL 2015, c. 166, §6, is  
5 further amended to read:

6 **1. State spirits tax.** Except as provided in section 83-C, subsection ~~2~~ 2-A, the  
7 commission shall determine and set the ~~list~~ retail price at which to sell all spirits to  
8 agency liquor stores that will produce ~~an aggregate state liquor tax~~ sufficient revenue to  
9 pay all ~~liquor-related~~ spirits-related expenses of the ~~Bureau of Alcoholic Beverages and~~  
10 ~~Lottery Operations~~ bureau and to return to the Liquor Operation Revenue Fund  
11 established in Title 30-A, section 6054 and the General Fund an amount substantially  
12 equal to the amount of state ~~liquor~~ spirits tax collected in the previous fiscal year.

13 C. The ~~commission~~ bureau shall ~~add any cost to the State related to handling~~  
14 ~~containers returned for charge~~ agency liquor stores the refund value pursuant to Title  
15 38, section 3103 ~~to the established price without markup~~ in addition to the wholesale  
16 price for each product purchased.

17 **Sec. 28. 28-A MRSA §1651, sub-§2**, as amended by PL 2013, c. 368, Pt. V,  
18 §§48 and 61, is repealed.'

19 Amend the bill by relettering or renumbering any nonconsecutive Part letter or  
20 section number to read consecutively.

## 21 SUMMARY

22 This amendment, which is the majority report of the committee, makes the following  
23 changes to the bill.

24 1. It makes technical changes to reflect the emergency enactment of Public Law  
25 2019, chapter 79 and Public Law 2019, chapter 168.

26 2. It moves provisions of current law that authorize the Department of  
27 Administrative and Financial Services, Bureau of Alcoholic Beverages and Lottery  
28 Operations to, in special circumstances, set prices on spirits at different levels than those  
29 established by the State Liquor and Lottery Commission from a section of the Maine  
30 Revised Statutes, Title 28-A related to the state tax on spirits to a section of Title 28-A  
31 related to the administration of the spirits business by the bureau.

32 3. It clarifies that an on-premises retail licensee must purchase spirits from an agency  
33 liquor store that is licensed as a reselling agent.

34 4. It authorizes the bureau or a manufacturer or supplier of spirits to offer instant  
35 redeemable coupons to customers through a publicly accessible website, digital media  
36 platform or print media.

37 5. It expands the list of entities that may benefit from a donation of liquor to be  
38 auctioned or offered as a prize for fund-raising purposes or sold by a licensed  
39 on-premises retailer during a fund-raising event to include a county, city, town or  
40 municipal agency or department.

