

HB 226 – AS AMENDED BY THE HOUSE

15Jan2014... 2291h

2013 SESSION

13-0322
03/01

HOUSE BILL **226**

AN ACT relative to promotion of New Hampshire liquor and wines.

SPONSORS: Rep. Sad, Ches 1; Rep. D. McGuire, Merr 21

COMMITTEE: Commerce and Consumer Affairs

AMENDED ANALYSIS

This bill requires the liquor commission to promote New Hampshire liquor and wines. This bill also establishes an annual reporting requirement for the commission on its activities relating to New Hampshire products.

Explanation: Matter added to current law appears in ***bold italics***.
 Matter removed from current law appears [~~in brackets and struck through~~].
 Matter which is either (a) all new or (b) repealed and reenacted appears in regular type.

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STATE OF NEW HAMPSHIRE

In the Year of Our Lord Two Thousand Thirteen

AN ACT relative to promotion of New Hampshire liquor and wines.

Be it Enacted by the Senate and House of Representatives in General Court convened:

- 1 1 Liquor Commission; New Hampshire Products. Amend RSA 176:12 to read as follows:
- 2 176:12 New Hampshire Products. ***Notwithstanding RSA 176:3, I***, the commission, wherever
- 3 feasible, shall ***promote***, purchase, and list for sale in all state stores the domestic liquor and wines
- 4 manufactured or bottled in this state by a manufacturer. ***The commission shall annually report***
- 5 ***its activities under this section to all house and senate standing committees with***
- 6 ***jurisdiction over commerce and agriculture.***
- 7 2 Effective Date. This act shall take effect 60 days after its passage.

HB 226 FISCAL NOTE

AN ACT relative to promotion of New Hampshire liquor and wines.

FISCAL IMPACT:

The Liquor Commission states this bill, **as amended by the House (Amendment #2013-2291h)**, will increase state restricted expenditures, and may increase state revenue by an indeterminable amount in FY 2015 and each year thereafter. There is no impact on county and local revenue and expenditures.

METHODOLOGY:

The Liquor Commission states this bill requires the Commission to promote New Hampshire liquor and wines. The Commission states it is difficult to identify the costs associated with promoting New Hampshire liquor and wines. The Commission plans on including these products as part of the Commission's marketing efforts and publications. The Commission also plans to provide special promotion space and prominent signage in its stores for New Hampshire liquor and wines. The Commission is not able to estimate the costs associated with these promotional activities. The Commission states the promotional activities may increase revenue by an immaterial amount but any increase in revenue would be offset by the costs associated with the promoting of the New Hampshire liquor and wines.