

HB 1276 – AS AMENDED BY THE HOUSE

13Mar2014... 0829h

2014 SESSION

14-2348
03/08

HOUSE BILL **1276**

AN ACT relative to alcoholic beverage advertising restrictions.

SPONSORS: Rep. O'Flaherty, Hills 12; Rep. Warden, Hills 39

COMMITTEE: Commerce and Consumer Affairs

AMENDED ANALYSIS

This bill modifies restrictions on alcoholic beverage advertising.

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 Matter which is either (a) all new or (b) repealed and reenacted appears in regular type.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 Fourteen

AN ACT relative to alcoholic beverage advertising restrictions.

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

1 1 Advertising Restrictions. Amend RSA 179:31, VII to read as follows:

2 VII. Advertising of liquor or beverages shall not contain:

3 (a) Any reference to minors, pictorial or otherwise, ***that could be interpreted to***
4 ***suggest that the contents are safe for consumption by minors.***

5 (b) Any subject matter or illustrations inducing persons under the legal drinking age to
6 drink. All coupon offers requiring consumer participation shall contain reference that the coupon
7 offer is available only to persons of legal drinking age.

8 (c) Any statement that is false or misleading.

9 ***VII-a. All coupon offers requiring consumer participation shall contain reference***
10 ***that the coupon offer is available only to persons of legal drinking age.***

11 2 Effective Date. This act shall take effect 30 days after its passage.