

Floor Amendment to SB 335-FN

1 Amend the title of the bill by replacing it with the following:

2
3 AN ACT relative to the display of alcohol.
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5 Amend the bill by replacing all after the enacting clause with the following:
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7 1 New Paragraph; Display of Wine and Other Beverages. Amend RSA 179:31 by inserting after
8 paragraph XIII the following new paragraph:

9 XIV. Licensees who sell alcoholic beverages for off-premises consumption and display such
10 alcoholic beverages outside a clearly discernible location reserved for alcohol sales shall:

11 (a) Not place alcoholic beverages in an area immediately adjacent and directly touching
12 or bordering one another from above, below, or the side of nonalcoholic beverages containing the
13 same or similar brand name, logo, or packaging as the alcoholic beverage. In this paragraph,
14 "immediately adjacent" shall not include a separate aisle; and

15 (b) Not place alcoholic beverages in an area immediately adjacent and directly touching
16 or bordering one another from above, below, or the side of any items that are marketed towards
17 minors.

18 2 Effective Date. This act shall take effect upon its passage.

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AMENDED ANALYSIS

This bill restricts the display of alcoholic beverages near similarly labeled non-alcoholic beverages.