

## CHAPTER 31

### REGULATION OF ALCOHOLIC BEVERAGES — PRODUCT PLACEMENT AND INDUCEMENTS BY MANUFACTURERS AND WHOLESALERS

H.F. 158

**AN ACT** relating to alcohol beverage control concerning product placement and inducements by manufacturers and wholesalers of alcoholic liquor, wine, or beer.

*Be It Enacted by the General Assembly of the State of Iowa:*

Section 1. [Section 123.186](#), Code 2023, is amended by adding the following new subsections:

**NEW SUBSECTION.** 2A. The department shall adopt as rules the substance of [27 C.F.R. §6.99](#) to permit, only with the explicit consent of the retailer, a manufacturer or a wholesaler of alcoholic liquor, wine, or beer to reset or rearrange another manufacturer's or wholesaler's alcoholic beverage products.

**NEW SUBSECTION.** 2B. The department shall adopt as rules the substance of [27 C.F.R. §10.21](#) to prohibit a manufacturer or a wholesaler of alcoholic liquor, wine, or beer from offering or giving, directly or indirectly or through an affiliate, a retailer free trips, bonuses, or prizes based on sales of the manufacturer's or wholesaler's alcoholic beverage products.

Approved April 28, 2023