



KIM REYNOLDS
GOVERNOR

OFFICE OF THE GOVERNOR

ADAM GREGG
LT GOVERNOR

April 28, 2023

The Honorable Paul Pate
Secretary of State of Iowa
State Capitol
Des Moines, Iowa 50319

Dear Mr. Secretary,

I hereby transmit:

House File 158, an Act relating to alcohol beverage control concerning product placement and inducements by manufacturers and wholesalers of alcoholic liquor, wine, or beer.

The above House File 158 is hereby approved on this date.

Sincerely,

A handwritten signature in black ink that reads "Kim Reynolds".

Kim Reynolds
Governor of Iowa

cc: Secretary of the Senate
Clerk of the House



House File 158

AN ACT

RELATING TO ALCOHOL BEVERAGE CONTROL CONCERNING PRODUCT
PLACEMENT AND INDUCEMENTS BY MANUFACTURERS AND WHOLESALERS
OF ALCOHOLIC LIQUOR, WINE, OR BEER.

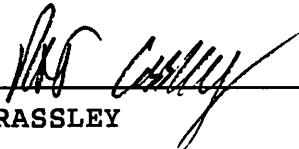
BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF IOWA:

Section 1. Section 123.186, Code 2023, is amended by adding the following new subsections:

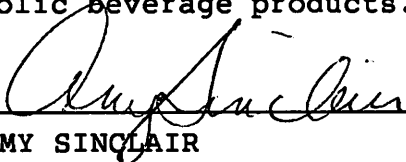
NEW SUBSECTION. 2A. The department shall adopt as rules the substance of 27 C.F.R. §6.99 to permit, only with the explicit consent of the retailer, a manufacturer or a wholesaler of alcoholic liquor, wine, or beer to reset or rearrange another manufacturer's or wholesaler's alcoholic beverage products.

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.




PAT GRASSLEY
Speaker of the House



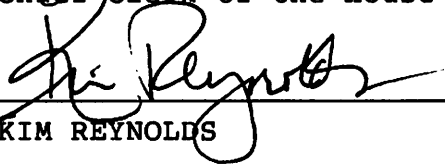
AMY SINCLAIR
President of the Senate

I hereby certify that this bill originated in the House and is known as House File 158, Ninetieth General Assembly.



MEGHAN NELSON
Chief Clerk of the House

Approved Apr. 28th, 2023



KIM REYNOLDS
Governor