

House File 158 - Enrolled

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 _____, 2023

KIM REYNOLDS
Governor