

House File 158 - Introduced

HOUSE FILE 158
BY COMMITTEE ON STATE
GOVERNMENT

(SUCCESSOR TO HSB 39)

A BILL FOR

1 An Act relating to alcohol beverage control concerning product
2 placement and inducements by manufacturers and wholesalers
3 of alcoholic liquor, wine, or beer.
4 BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF IOWA:

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

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

8 NEW SUBSECTION. 2B. The division shall adopt as rules the
9 substance of 27 C.F.R. §10.21 to prohibit a manufacturer or a
10 wholesaler of alcoholic liquor, wine, or beer from offering
11 or giving, directly or indirectly or through an affiliate, a
12 retailer free trips, bonuses, or prizes based on sales of the
13 manufacturer's or wholesaler's alcoholic beverage products.

14 EXPLANATION

15 The inclusion of this explanation does not constitute agreement with
16 the explanation's substance by the members of the general assembly.

17 This bill requires the alcoholic beverages division of
18 the department of commerce to adopt as rules the substance
19 of federal regulations concerning the placement of alcoholic
20 beverage products and the offering of inducements by a
21 manufacturer or a wholesaler of alcoholic liquor, wine, or
22 beer.