

THE GENERAL ASSEMBLY OF PENNSYLVANIA

HOUSE BILL

No. 2426 Session of 2014

INTRODUCED BY BLOOM, LAWRENCE, TALLMAN, KNOWLES, COX, ROAE,  
METCALFE, CUTLER, DAY, DENLINGER, SWANGER, KAUFFMAN AND  
SAYLOR, JULY 29, 2014

REFERRED TO COMMITTEE ON LIQUOR CONTROL, JULY 29, 2014

AN ACT

1 Amending the act of April 12, 1951 (P.L.90, No.21), entitled, as  
2 reenacted, "An act relating to alcoholic liquors, alcohol and  
3 malt and brewed beverages; amending, revising, consolidating  
4 and changing the laws relating thereto; regulating and  
5 restricting the manufacture, purchase, sale, possession,  
6 consumption, importation, transportation, furnishing, holding  
7 in bond, holding in storage, traffic in and use of alcoholic  
8 liquors, alcohol and malt and brewed beverages and the  
9 persons engaged or employed therein; defining the powers and  
10 duties of the Pennsylvania Liquor Control Board; providing  
11 for the establishment and operation of State liquor stores,  
12 for the payment of certain license fees to the respective  
13 municipalities and townships, for the abatement of certain  
14 nuisances and, in certain cases, for search and seizure  
15 without warrant; prescribing penalties and forfeitures;  
16 providing for local option, and repealing existing laws,"  
17 providing for wine and spirits marketing.

18 The General Assembly of the Commonwealth of Pennsylvania  
19 hereby enacts as follows:

20 Section 1. Section 215 of the act of April 12, 1951 (P.L.90,  
21 No.21), known as the Liquor Code, reenacted and amended June 29,  
22 1987 (P.L.32, No.14), is amended by adding a subsection to read:

23 Section 215. Wine and Spirits Marketing.--\* \* \*

24 (f) All advertising, in any medium, paid for by the board  
25 shall include a prominent disclaimer or pronouncement stating

1 "THIS ADVERTISEMENT HAS BEEN PAID FOR BY YOU, THE TAXPAYERS OF  
2 THE COMMONWEALTH OF PENNSYLVANIA."

3 Section 2. This act shall take effect in 60 days.