

1 A bill to be entitled
 2 An act relating to the Beverage Law; amending s.
 3 561.42, F.S.; prohibiting the possession or use by
 4 certain licensees of specified wine or fortified wine
 5 coupons; providing an exemption from provisions
 6 relating to the tied house evil for specified
 7 financial transactions between a manufacturer of beer
 8 or malt beverages and a licensed vendor; providing an
 9 effective date.

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 11 Be It Enacted by the Legislature of the State of Florida:

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 13 Section 1. Subsection (13) of section 561.42, Florida
 14 Statutes, is amended, and subsection (15) is added to that
 15 section, to read:

16 561.42 Tied house evil; financial aid and assistance to
 17 vendor by manufacturer, distributor, importer, primary American
 18 source of supply, brand owner or registrant, or any broker,
 19 sales agent, or sales person thereof, prohibited; procedure for
 20 enforcement; exception.—

21 (13) A licensee under the Beverage Law may not possess or
 22 use, in physical or electronic format, any type of malt
 23 beverage, wine, or fortified wine coupon or malt beverage, wine,
 24 or fortified wine cross-merchandising coupon in this state,
 25 where:

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26 (a) The coupon is produced, sponsored, or furnished,
27 whether directly or indirectly, by an alcoholic beverage
28 manufacturer, distributor, importer, brand owner, or brand
29 registrant or any broker, sales agent, or sales person thereof;
30 and

31 (b) The coupon is or purports to be redeemable by a vendor
32 or other person who sells malt beverages, wine, or fortified
33 wine to consumers in the state.

34 (15) This section does not apply to a financial
35 transaction negotiated at arm's length for fair market value
36 between a manufacturer of beer or malt beverages, as defined in
37 s. 563.01, and a vendor licensed under the Beverage Law if such
38 financial transaction does not involve, either all or in part,
39 the direct sale or distribution of beer or malt beverages
40 between the manufacturer and licensed vendor.

41 Section 2. This act shall take effect July 1, 2017.