

1 AN ACT relating to advertising alcohol.

2 ***Be it enacted by the General Assembly of the Commonwealth of Kentucky:***

3 ➔Section 1. KRS 242.250 is amended to read as follows:

- 4 (1) No person, while representing either the buyer or seller, shall distribute, solicit, or
5 receive contracts, proposals, or orders for the purchase or sale of any alcoholic
6 beverages, or distribute any handbills or posters advertising them in dry territory.
- 7 (2) Each act of distributing, soliciting, or receiving contracts, proposals, or orders as
8 denounced in subsection (1), and each day in which advertising matter is
9 distributed, shall constitute a separate offense.
- 10 (3) This chapter shall not prevent any manufacturer of or wholesale dealer in alcoholic
11 beverages, or any authorized agent of either from making contracts of barrel, case,
12 or package lots in any dry or moist territory, if his or her distilleries, breweries,
13 wineries, or warehouses are located in that territory and his or her products are to be
14 shipped into territory, either within or without the state, where alcoholic beverages
15 may lawfully be sold.
- 16 (4) Subsections (1) and (2) of this section shall also apply to moist territory unless the
17 sale of the alcoholic beverage in question has been specifically authorized in that
18 moist territory under a limited local option election.
- 19 **(5) *Notwithstanding any other provisions of this section, a licensed retailer is not***
20 ***prohibited from advertising its business name, address, telephone number, or***
21 ***Web site address on any sign, poster, billboard, or other image, either indoors or***
22 ***outdoors.***