

HOUSE No. 384

The Commonwealth of Massachusetts

PRESENTED BY:

Jeffrey N. Roy

To the Honorable Senate and House of Representatives of the Commonwealth of Massachusetts in General Court assembled:

The undersigned legislators and/or citizens respectfully petition for the adoption of the accompanying bill:

An Act relative to inducements in the purchase and sale of alcoholic beverages.

PETITION OF:

| NAME: | DISTRICT/ADDRESS: | DATE ADDED: |
|-----------------------|---------------------|-----------------|
| <i>Jeffrey N. Roy</i> | <i>10th Norfolk</i> | <i>1/4/2023</i> |

HOUSE No. 384

By Representative Roy of Franklin, a petition (accompanied by bill, House, No. 384) of Jeffrey N. Roy relative to inducements in the purchase and sale of alcoholic beverages. Consumer Protection and Professional Licensure.

The Commonwealth of Massachusetts

**In the One Hundred and Ninety-Third General Court
(2023-2024)**

An Act relative to inducements in the purchase and sale of alcoholic beverages.

Be it enacted by the Senate and House of Representatives in General Court assembled, and by the authority of the same, as follows:

1 SECTION 1: Section 25A of Chapter 138 of the General Laws is hereby amended by
2 inserting after subsection (a) the following:

3 (b) No licensee shall give or permit to be given money or any other thing of substantial
4 value in any effort to induce any person to persuade or influence any other person to purchase, or
5 contract for the purchase of any particular brand or kind of alcoholic beverages, or to persuade or
6 influence any person to refrain from purchasing, or contracting for the purchase of any particular
7 brand or kind of alcoholic beverages. This prohibition shall include furnishing a retailer with
8 human resources to perform merchandising or other functions, with the expectation of stocking,
9 rotation or pricing services of the industry member’s own product.