



AN ACT REVISING BEER ADVERTISING LIMITATIONS BY REMOVING THE RESTRICTION THAT A RETAIL LICENSEE MAY NOT DISPLAY OR PERMIT TO BE DISPLAYED BEER ADVERTISING ON THE EXTERIOR OF BUILDINGS ADJACENT TO THE LICENSEE'S PREMISES; AND AMENDING SECTION 16-3-244, MCA.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF MONTANA:

Section 1. Section 16-3-244, MCA, is amended to read:

"16-3-244. Beer advertising limitations. It is lawful to advertise beer, as defined and regulated, subject to the restrictions on brewers and beer importers contained in 16-3-241 of this code and subject to the following restrictions on retailers. A retail licensee may not display or permit to be displayed on the exterior portion or surface of the retailer's place of business ~~or on the exterior portion or surface of any building of which the place of business is a part or on any premises adjacent to the place of business~~, whether any of the premises are owned or leased by the retailer, any sign, poster, or advertisement bearing the name, brand name, trade name, trademark, or other designation indicating the manufacturer, brewer, beer importer, wholesaler, or place of manufacture of any beer, unless it is on a marquee, board, or other space used for temporary advertisements and is not displayed for more than 10 days per display period."

- END -

I hereby certify that the within bill,
HB 160, originated in the House.

Chief Clerk of the House

Speaker of the House

Signed this _____ day
of _____, 2023.

President of the Senate

Signed this _____ day
of _____, 2023.

HOUSE BILL NO. 160

INTRODUCED BY D. HARVEY

BY REQUEST OF THE DEPARTMENT OF REVENUE

AN ACT REVISING BEER ADVERTISING LIMITATIONS BY REMOVING THE RESTRICTION THAT A RETAIL LICENSEE MAY NOT DISPLAY OR PERMIT TO BE DISPLAYED BEER ADVERTISING ON THE EXTERIOR OF BUILDINGS ADJACENT TO THE LICENSEE'S PREMISES; AND AMENDING SECTION 16-3-244, MCA.