

132nd MAINE LEGISLATURE

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Legislative Document

No. 262

H.P. 165

House of Representatives, January 28, 2025

An Act to Amend the Laws Governing the Taste Testing of Wine and Malt Liquor to Facilitate Marketing by Wholesalers

(EMERGENCY)

Received by the Clerk of the House on January 23, 2025. Referred to the Committee on Veterans and Legal Affairs pursuant to Joint Rule 308.2 and ordered printed.

ROBERT B. HUNT

R(+ B. Hunt

Clerk

Presented by Representative CROCKETT of Portland. Cosponsored by Representative: BOYER of Poland.

Emergency preamble. Whereas, acts and resolves of the Legislature do not become effective until 90 days after adjournment unless enacted as emergencies; and

Whereas, in response to the economic hardship facing the State's restaurants, bars, grocery stores and beverage retailers; in response to the diversity and new product innovation in the beverage industry; and in support of local craft manufacturers' ability to showcase their products at taste-testing events, it is necessary to amend statutory language to allow wholesalers of wine and malt liquor products to hold taste-testing events at a greater number of locations; and

Whereas, unless this legislation is enacted as an emergency, interested parties will not be able to take advantage of this legislation until after the majority of the busy summer season has concluded; and

Whereas, in the judgment of the Legislature, these facts create an emergency within the meaning of the Constitution of Maine and require the following legislation as immediately necessary for the preservation of the public peace, health and safety; now, therefore,

Be it enacted by the People of the State of Maine as follows:

- **Sec. 1. 28-A MRSA §1402, sub-§2,** as amended by PL 2021, c. 658, §236, is further amended to read:
- **2.** Taste testing on retail licensee's premises or other venue. With the bureau's written permission, a wholesale licensee may rent or lease an area or room from an onpremises retail licensee or from any unlicensed venue for the purpose of inviting retail licensees to taste test wine or malt liquor products.
- **Sec. 2. 28-A MRSA §1402, sub-§3, ¶D,** as amended by PL 2021, c. 658, §237, is further amended to read:
 - D. After the taste-testing event is concluded, the wholesale licensee shall remove all products supplied for the taste-testing event from the <u>premises of the</u> retail <u>licensee's premises licensee or unlicensed venue</u>.
- **Emergency clause.** In view of the emergency cited in the preamble, this legislation takes effect when approved.

30 SUMMARY

This bill modifies the law governing taste-testing events held by malt liquor and wine wholesale licensees. Under current law, wholesale licensees may rent or lease an area from a retail licensee for the purpose of inviting retail licensees to taste test wine or malt liquor products. The bill broadens a wholesale licensee's ability to hold such a taste-testing event by also allowing the wholesale licensee to rent or lease an unlicensed venue for that purpose.