

SENATOR ISADORE HALL, III
35TH SENATE DISTRICT
STATE CAPITOL, ROOM 4085 ★ SACRAMENTO, CA 95814
WWW.SENATE.CA.GOV/HALL

SB 557 (Hall) Alcoholic Beverage Advertising Promotions
FACT SHEET

Sponsor: Isadore Hall, III

Staff Contact: Art Terzakis, (916) 651-1530

ISSUE

For several years the Department of ABC had taken the position that supplier promotional appearances are “things of value” and that autographing alcoholic beverage bottles and other items constituted a “premium, gift or free goods” in violation of the ABC Act. In 2012, AB 2184 (Hall) was enacted which authorized alcoholic beverage suppliers to participate in promotional events held at off-sale licensed premises involving autographs.

AB 2184 included a January 1, 2016 sunset clause.

SOLUTION

SB 557 deletes the January 1, 2016 repeal of an existing provision of the Alcoholic Beverage Control (ABC) Act that authorizes wine, beer and spirits producers to participate in promotional events held at off-sale retail licensed locations for the purpose of providing autographs on bottles or other items to consumers, subject to certain conditions.

SUPPORT

Distilled Spirits Council of the United States
Family Winemakers of California
Southern Wine & Spirits Wholesalers, Inc.
Wine Institute
Young’s Market Company

(As amended 4/6/15)