



# House of Representatives

General Assembly

**File No. 133**

January Session, 2005

Substitute House Bill No. 6066

*House of Representatives, April 4, 2005*

The Committee on General Law reported through REP. STONE, C. of the 9th Dist., Chairperson of the Committee on the part of the House, that the substitute bill ought to pass.

## **AN ACT PROHIBITING CERTAIN LIQUOR ADVERTISEMENTS ON THE EXTERIOR OF LIQUOR PERMIT PREMISES.**

Be it enacted by the Senate and House of Representatives in General Assembly convened:

1 Section 1. Section 30-95 of the general statutes is repealed and the  
2 following is substituted in lieu thereof (*Effective from passage*):

3 (a) No electric or neon sign, [advertising] sign painted with  
4 luminous paint or any device that reflects or gives reflection which  
5 advertises the sale of any registered brand of alcoholic liquor shall be  
6 attached to the outside of any permit premises. [and there]

7 (b) No retail permittee who has control of the outside walls of a  
8 permitted premises shall permit any signs or other advertising  
9 materials to be posted on such walls when such signs bear the name,  
10 brand or trademark of any manufacturer or wholesaler of any  
11 alcoholic beverage, except as permitted under section 30-95a.

12 (c) Except as authorized, in writing, by the Liquor Control

13 Commission, no permittee authorized to sell alcoholic liquor at retail  
14 for off-premises consumption shall post on the exterior of such  
15 premises any sign advertising the retail sale of such alcoholic liquor.

16 (d) During any hour, or on any day when the sale of alcohol is  
17 prohibited, no permittee shall display any illuminated sign in any  
18 window or part of such permitted premises that advertises the sale of  
19 alcoholic liquor.

20 (e) No out-of-state shipper, manufacturer, wholesaler or other  
21 permittee shall display an advertisement on the outside walls or  
22 exterior of any retail premises when such advertisement is for any  
23 alcoholic liquor.

24 (f) There shall be no advertising, labeling, bottling or canning of  
25 alcoholic liquor which, in any way, deceives or tends to deceive a  
26 purchaser or consumer of such alcoholic liquor as to the nature, quality  
27 or quantity of such liquor, and all advertising, labeling, bottling or  
28 canning of alcoholic liquors shall be subject to such regulations as the  
29 Department of Consumer Protection prescribes, provided nothing  
30 contained in this chapter shall prohibit the mailing of magazines  
31 imprinted with an identification or a designation of a package store,  
32 which magazines contain therein recipes, articles and advertisements  
33 of quality foods, cookery items and potables irrespective of whether or  
34 not the recipients thereof reside in no-permit towns.

This act shall take effect as follows and shall amend the following sections:		
Section 1	<i>from passage</i>	30-95

**Statement of Legislative Commissioners:**

The title of the bill was amended to accurately reflect the intended title.

**GL**            *Joint Favorable Subst.-LCO*

The following fiscal impact statement and bill analysis are prepared for the benefit of members of the General Assembly, solely for the purpose of information, summarization, and explanation, and do not represent the intent of the General Assembly or either House thereof for any purpose:

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***OFA Fiscal Note***

***State Impact:*** None

***Municipal Impact:*** None

***Explanation***

The bill establishes five prohibitions related to signs advertising liquor. The bill has no fiscal impact.

**OLR Bill Analysis**

sHB 6066

**AN ACT PROHIBITING CERTAIN LIQUOR ADVERTISEMENTS ON THE EXTERIOR OF LIQUOR PERMIT PREMISES****SUMMARY:**

This bill establishes five prohibitions related to signs advertising liquor. The law already prohibits neon or other electric signs advertising liquor from being attached to the outside of a liquor permit premises.

EFFECTIVE DATE: Upon passage

**SIGN PROHIBITIONS**

This bill prohibits:

1. an alcoholic beverage advertisement painted with luminous paint or made with a reflective device from being attached to the outside of a liquor permit premises;
2. any retail permittee (*e.g.*, a package store, restaurant, or hotel) who has control over the outside walls of his premises from allowing an alcoholic beverage advertisement bearing the name, brand, or trademark of an alcoholic beverage manufacturer or wholesaler unless it refers to a product that is not an alcoholic beverage;
3. an off-premises retailer (*e.g.*, a package or grocery store) from posting an alcoholic beverage advertisement on the outside of his premises unless the Liquor Control Commission authorizes it in writing;
4. any liquor seller from displaying an illuminated alcoholic beverage advertisement in a window, or elsewhere on the premises, when the sale of alcoholic liquor is prohibited; and
5. any liquor seller from displaying an alcoholic beverage

advertisement on the outside walls or exterior of a premises in which liquor is sold at retail.

Although the bill does not establish a specific penalty for violating its provisions, the Liquor Control Act imposes a penalty of a fine up to \$1,000, one year in prison, or both, on anyone convicted of violating any of its provisions for which there is no specified penalty.

**COMMITTEE ACTION**

General Law Committee

Joint Favorable Report  
Yea 14    Nay 0