



General Assembly

Substitute Bill No. 6066

January Session, 2005

* HB06066GL 031705 *

***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 Section 30-95 of the general statutes is repealed and the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*