

GENERAL ASSEMBLY OF NORTH CAROLINA
SESSION 2011

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SENATE BILL 276

Short Title: Spirituous Liquor Tastings at ABC Stores. (Public)

Sponsors: Senator Jenkins.

Referred to: Rules and Operations of the Senate.

March 10, 2011

1 A BILL TO BE ENTITLED
2 AN ACT TO ALLOW SPIRITUOUS LIQUOR TASTING AT LOCAL ABC STORES.
3 The General Assembly of North Carolina enacts:

4 **SECTION 1.** Chapter 18B of the General Statutes is amended by adding a new
5 section to read:

6 "**§ 18B-1120. Spirituous liquor tasting at ABC stores.**

7 The holder of any commercial permit issued under G.S. 18B-1100, a distiller broker
8 representative permit, or a distiller representative permit may conduct a consumer tasting event
9 at an ABC store subject to the following conditions:

- 10 (1) Each consumer is limited to tasting samples which total no more than 1.5
11 ounces of spirituous liquor in any calendar day.
12 (2) The consumer shall not be charged for any spirituous liquor tasting sample.
13 (3) The spirituous liquor used in the consumer tasting event shall be purchased
14 at the regular sales price from the ABC store where the event is being held
15 by the permit holder conducting the event.
16 (4) A consumer tasting event shall not be allowed when the sale of spirituous
17 liquor is otherwise prohibited on the premises where the tasting is to be
18 conducted.
19 (5) Tasting samples are not to be offered to, or allowed to be consumed by, any
20 person under the legal age for consuming spirituous liquor.
21 (6) Point-of-sale advertising materials and advertising specialties may be
22 furnished for use at the event by the permit holder conducting the event.
23 (7) A consumer tasting event may be advertised by the permit holder in any type
24 of media, including, but not limited to, print, radio, television, Internet, and
25 signage and these advertisements may include the date, time, location, and
26 other information regarding the event."

27 **SECTION 2.** This act becomes effective October 1, 2011.

