

HB 122 – VERSION ADOPTED BY BOTH BODIES

04/09/2015 1221s

2015 SESSION

15-0254  
03/06

HOUSE BILL           **122**

AN ACT               relative to advertising of liquor or beverages.

SPONSORS:         Rep. Murphy, Hills 7

COMMITTEE:       Commerce and Consumer Affairs

---

ANALYSIS

This bill modifies the prohibition on advertisements of alcoholic beverages referencing minors.

---

Explanation:       Matter added to current law appears in ***bold italics***.  
                          Matter removed from current law appears ~~[in brackets and struckthrough]~~  
                          Matter which is either (a) all new or (b) repealed and reenacted appears in regular type.

HB 122 – VERSION ADOPTED BY BOTH BODIES

04/09/2015 1221s

15-0254

03/06

STATE OF NEW HAMPSHIRE

*In the Year of Our Lord Two Thousand Fifteen*

AN ACT relative to advertising of liquor or beverages.

*Be it Enacted by the Senate and House of Representatives in General Court convened:*

- 1       1 Advertising Restrictions; Inducement of Minors. Amend RSA 179:31, VII(b) to read as follows:
- 2               (b) Any subject matter or illustrations [~~inducing persons under the legal drinking age~~]
- 3       ***that the commission determines is reasonably likely to induce minors*** to drink. All coupon
- 4       offers requiring consumer participation shall contain reference that the coupon offer is available only
- 5       to persons of legal drinking age.
- 6       2 Repeal. RSA 179:31, VII(a), relative to advertising referencing minors, is repealed.
- 7       3 Effective Date. This act shall take effect 60 days after its passage.