

MAINE STATE LEGISLATURE

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FIRST SPECIAL SESSION

ONE HUNDRED AND SEVENTH LEGISLATURE

Legislative Document

No. 2073

H. P. 1893

House of Representatives, January 23, 1976

Referred to the Committee on Liquor Control. Sent up for concurrence and ordered printed.

EDWIN H. PERT, Clerk

Presented by Mrs. Berube of Lewiston.

STATE OF MAINE

IN THE YEAR OF OUR LORD NINETEEN HUNDRED
SEVENTY-SIX

**AN ACT to Promote the Sale of Alcoholic Beverages Manufactured or
Distilled in Maine.**

Be it enacted by the People of the State of Maine, as follows:

Sec. 1. 28 MRSA § 55, sub-§ 3, last sentence, as amended by PL 1969, c. 150, is further amended to read:

The commission shall in their purchases of liquors give priority ~~wherever~~ ~~feasible~~ to those products manufactured or bottled in this State. **Manufacturers or distillers of wine and spirituous liquors in Maine may list new products with the commission at any monthly meeting of the commission. The State Liquor Commission shall list all new spirituous and vinous products manufactured or distilled in Maine for at least one year and such products shall meet the standards of the commission as provided in this section;**

Sec. 2. 28 MRSA § 55, sub-§ 5 is amended to read:

5. Notice to delist or stop purchases. Before any item listed by the commission, **except a product manufactured or distilled in Maine,** is discontinued or delisted or before the commission issues any order to stop purchases of any item listed, they shall give the vendor of such items reasonable notice in writing of their intention to so delist or stop purchase of such items. **Any product manufactured or distilled in Maine may be delisted by mutual consent of the commission and the manufacturer or distiller;**

STATEMENT OF FACT

The intent of this bill is to promote Maine products. Presently, manufacturers and bottlers of spirituous and vinous liquors in Maine must wait until

the commission holds its annual listing meeting before any new products can be merchandized through the state retail liquor stores. Furthermore, a number of new products produced in Maine have not been accepted by the commission and the refusal to list such new products is not based on any experience record to judge the potential or performance of the product.

A number of other states promote alcoholic beverages produced in those states by means of lower mark-up rates, lower tax rates, preferred merchandizing, etc. In Maine, the mark-up rate is the same for all products. This bill would enable some new in-state products to be merchandized through state retail liquor stores which would enable the manufacturers or distillers to expand production. Employment in these firms would increase and the Maine economy would be the beneficiary.