

# MAINE STATE LEGISLATURE

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# 118th MAINE LEGISLATURE

## FIRST SPECIAL SESSION-1997

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Legislative Document

No. 1856

H.P. 1308

House of Representatives, May 1, 1997

**An Act to Allow Private Labeling of Wine for On-premise Consumption.**

(AFTER DEADLINE)

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Approved for introduction by a majority of the Legislative Council pursuant to Joint Rule 205.

Reference to the Committee on Legal and Veterans Affairs suggested and ordered printed.

A handwritten signature in cursive script that reads "Joseph W. Mayo".

JOSEPH W. MAYO, Clerk

Presented by Representative PLOWMAN of Hampden.

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

4 Sec. 1. 28-A MRSA §1409 is enacted to read:

6 **§1409. Private labeling of wine for on-premise consumption**

8 A private label for wine must be approved by the bureau and must meet the following conditions prior to approval.

10 1. On-premise licensees only. A request for a private label must be from an on-premise retail licensee.

12 2. All accounts offered private labels. All on-premise retail accounts of a certificate of approval holder or a wholesaler must be offered a private label if a private label is offered to any of that provider's accounts.

14 3. Contract prohibitions. A contract or agreement may not exclude or prohibit the on-premise licensee from carrying products by other producers and the contract may not establish the price, the length of time a product may be sold or the amount of product that may be sold.

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24 **SUMMARY**

26 This bill establishes a mechanism by which an on-premise  
28 retail licensee can obtain a private label for wine, with certain restrictions.