



## **126th MAINE LEGISLATURE**

## FIRST REGULAR SESSION-2013

Legislative Document

No. 1318

S.P. 457

In Senate, April 2, 2013

An Act To Clarify the Law Regarding Advertising Signs outside Premises Licensed To Sell Alcohol

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

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DAREK M. GRANT Secretary of the Senate

Presented by Senator TUTTLE of York. Cosponsored by Representative LUCHINI of Ellsworth and Senator: PATRICK of Oxford. 1 Be it enacted by the People of the State of Maine as follows:

Sec. 1. 28-A MRSA §710, sub-§1, as amended by PL 1997, c. 373, §69, is
further amended to read:

**1. Advertising outside of licensed premises.** A person, except wholesale licensees and certificate of approval holders, may not advertise or permit to be advertised, by more than one <u>2 signs</u>, one of which is the agency liquor store sign, on the outside of any licensed premises, or on any building, ground or premises under that person's control and contiguous or adjacent to the licensed premises:

- 9 A. The fact that the licensee has liquor or any brand of liquor for sale;
- 10 B. The price at which liquor is sold by the licensee; or
- 11 C. Any other advertisement that indicates any reference to liquor.

## 12 SUMMARY

13 This bill clarifies a provision limiting the number of advertising signs a person 14 licensed to sell liquor may have outside of the licensed premises by allowing one sign in 15 addition to the state agency liquor store sign.