



TEXAS ALCOHOLIC
BEVERAGE COMMISSION
Texans Helping Businesses & Protecting Communities

Event

Name Stakeholder Meeting - Draft Advisory

Date & Time Friday, July 29, 2022
10:00am - 11:30am

Content

Location: **This meeting will be conducted by videoconference only.** Please participate using Zoom:

You can view the meeting [here](#).

Click <https://www.zoomgov.com/j/1609496692?pwd=RVZrSUZTSjZOQ2hET1BwWmFQbENvdz09>

Meeting ID: 160 949 6692

Passcode: 408192

Find your local number: <https://www.zoomgov.com/u/acQITg2jY5>

Join TABC staff by videoconference to discuss an updated draft advisory on E-Commerce Platforms. This latest version makes updates to the draft advisory originally released in October 2021, which provides guidance on the use of online platforms that facilitate the sale of alcoholic beverages, advertising on such platforms, and underlying relationships between industry members in separate tiers, as well as third parties.

What's Different in the July 2022 E-Commerce Advisory Draft?

- Updated information regarding consumer-facing platforms (Business-to-Consumer): additional explanations of applicable Code and Rule provisions.
- New information regarding Industry-facing platforms (Business-to-Business), which interface solely between industry members in one of the three tiers

TABC staff will provide a brief overview of these updates during the stakeholder meeting, followed by an opportunity to make verbal comments and ask advisory-related questions.

It is TABC's intent to receive written comments for up to three weeks following the stakeholder meeting. Comments should be emailed to advisories@tabc.texas.gov.

NOTICE OF ASSISTANCE AT PUBLIC MEETINGS

Persons with disabilities who plan to attend this videoconference meeting and who may need auxiliary aids or services are requested to contact Luann Dickerson at (512) 206-3221 or Relay Texas at 1-800-735-2989 (TTY/TDD), at least three (3) days prior to the meeting so that appropriate arrangements can be made.

[DRAFT E-Commerce Advisory July 2022 Stakeholder.pdf \(617 KB\)](#)