



**TEXAS ALCOHOLIC
BEVERAGE COMMISSION**
Texans Helping Businesses & Protecting Communities

Event

Name Stakeholder Meeting - Draft Amended Advisories

Date & Time Friday, April 8, 2022
10:00am - 11:30pm

Content

Location: **Due to health concerns, this meeting will be conducted by videoconference only.**
Please participate using Zoom:

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

Click <https://www.zoomgov.com/j/1607721372?pwd=ZGoxUXgzWjQ5dkJrL25qQys2S0Jrdz09>

Meeting ID: 160 772 1372

Passcode: 937264

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

Join TABC staff by videoconference to discuss draft marketing practices advisories (MPAs) amended and repealed as a result of new laws, rules, and management actions.

Agenda:

- **Item 1.** Amendments to Retailer Alcohol Delivery and Sales for Off-Premises Consumption advisory (MPA061) (currently Alcohol Delivery to Consumers from Certain Retailers advisory). Updated to incorporate privileges authorized in HB1024 and SB911 (87th Legislature, Regular Session), Rules 41.16 and 33.5, and changes to license/permit names that became effective September 1, 2021 from HB 1545 (86th Legislature, Regular Session).
- **Item 2.** Amendments to Consumer Tasting Events at Retail Locations advisory (MPA02) (currently titled Wine and/or Product Tastings at Retail Accounts) last updated in 2010. Reorganized and updated for numerous changes in laws and rules in last decade. Changes were too numerous to track so draft amended advisory reads like a new advisory. Specific changes will be highlighted in staff presentation.
- **Item 3.** Repeal of Cost of Promotional Items to Retailers advisory (MPA013). The advisory was issued in 2005, but is now proposed for repeal because its substance is now (as of September 2021) included in Rule 45.113(c) (3).
- **Item 4.** Repeal of Promotional Activity Prearrangement/Preannouncement and Advertising Product Location advisory (MPA50). The advisory was issued in 2012, but is now proposed for repeal because rules have been adopted on the topic, superseding the need for the advisory.

Items 1 and 2 are attached. Items 3-4 can be found on the TABC Marketing Practices Advisories page at <https://www.tabc.texas.gov/texas-alcohol-laws-regulations/tabc-advisories-bulletins/>.

Notice for all advisories has been submitted to the Texas Register for publication. It is TABC's intent to receive comments for up to two weeks following the stakeholder meeting. Comments should be emailed to advisories@tabc.texas.gov. Following this comment period the agency may update the amended and repealed advisories on the TABC website. Notice will be provided through industry email notifications.

If you are unable to attend the videoconference meeting, you may share your thoughts with TABC staff by e-mailing 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.Retailer Alcohol Delivery and Sales for Off Premises Consumption.MPA061.pdf \(608 KB\)](#)

[DRAFT.Consumer Tasting Events at Retail Locations.MPA002.pdf \(502 KB\)](#)