



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

## Event

Name Stakeholder Meeting - Draft Rules

Date & Time Friday, October 15, 2021  
10:00am - 11:30am

## 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/1614834811?pwd=UGhGYzk5K1RyamIpVWZTRnVwd0xtdz09>

Meeting ID: 161 483 4811

Passcode: 804103

Find your local number: <https://www.zoomgov.com/u/agG0PTJkR>

Join TABC staff by videoconference to discuss draft rules and an advisory as a result of the agency's implementation of new laws and management actions.

### **Potential draft rules and advisory for publication:**

- Item 1. New rule 45.102, Loyalty Programs, and revisions to other rules in Subchapter F, Advertising, of Ch. 45, Marketing Practices. A redlined and clean version of proposed changes is included.
- Item 2. New rules in new Chapter 49, Actions of Employee or Delivery Driver Not Attributable to License or Permit Holder. This requires the repeal of rules 34.4, 34.5, and 34.6.
- Item 3. New Advisory, E-Commerce Platforms. The new advisory provides guidance on the use of online platforms that facilitate the sale of alcoholic beverages, the inclusion of alcoholic beverage advertising on such platforms, and the underlying relationships between industry members in separate tiers as well as unlicensed third-parties.

All draft rules and advisory are attached.

If you are unable to attend the videoconference meeting, you may share your thoughts with TABC staff by e-mailing [rules@tabc.texas.gov](mailto:rules@tabc.texas.gov) for Items 1 and 2 and [advisories@tabc.texas.gov](mailto:advisories@tabc.texas.gov) for Item 3.

### 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.

[Item 1. Draft Ch. 45 Rules Clean.pdf \(128 KB\)](#)

[Item 1. Draft Ch. 45 Rules Redline.pdf \(139 KB\)](#)

[Item 2. Ch 49 DRAFT.pdf \(162 KB\)](#)

[Item 3. Draft E-Commerce Advisory \(Oct. 15 Stakeholder\).pdf \(588 KB\)](#)

