

BILL SUMMARY
1st Session of the 58th Legislature

Bill No.:	HB 1096
Version:	Introduced
Request Number:	6308
Author:	Rep. Strom
Date:	2/10/2021
Impact:	ABLE: \$0

Research Analysis

HB 1096 adds language stating nothing in the Oklahoma Alcoholic Beverage Control Act shall prohibit a retail, mixed beverage, on-premises beer and wine, public event, special event, charitable auction, charitable alcoholic beverage event, or complimentary beverage licensee from communicating with a brewer, beer distributor, small brewer, small brewer self-distributor, or brewpub self-distributor on social media. Such licensees may request free social media advertising from such brewers and distributors, and such brewers and distributors may share social media posts from such licensees so long as the post does not contain the retail price of any alcoholic beverage.

Prepared By: Emily McPherson

Fiscal Analysis

HB 1096, as introduced, allows social media communication between retail, mixed beverage, on-premises beer and wine, public event, special event, charitable auction, charitable alcoholic beverage event, or complimentary beverage licensees and brewers, beer distributors, small brewers, small brewer self-distributors, or brewpub self-distributors.

No direct impact to state revenues and expenditures is anticipated from passage of the measure.

Prepared By: Clayton Mayfield

Other Considerations

None.