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

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~~2 signs, 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:

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

SUMMARY

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