

Department of Planning and Budget

2023 Fiscal Impact Statement

1. Bill Number: HB1979ER

House of Origin ☐ Introduced ☐ Substitute ☐ Engrossed

Second House ☐ In Committee ☐ Substitute ☒ Enrolled

2. Patron: Leftwich

3. Committee: Passed Both Houses

4. Title: Alcoholic beverage control displays of wine and beer

5. Summary: The bill amends § 4.1-209 (Wine and beer license privileges; advertising; displays; tastings) to establish that persons granted a license to sell wine and beer for off-premises consumption that display such wine and beer outside a clearly discernible location reserved for alcoholic beverages must (i) not place wine or beer in an area immediately adjacent to nonalcoholic beverages containing the same or similar brand name, logo, or packaging as an alcoholic beverage and (ii) equip any such display with signage that indicates the product is an alcoholic beverage, is clearly visible to consumers that the product contains alcohol. Nothing in this subsection shall prohibit the placement of nonalcoholic wine or beer in or near a display of alcoholic beverages that contain the same or similar brand name, logo, or packaging as the nonalcoholic wine or beer.

The bill establishes that the Virginia Alcoholic Beverage Control Authority must report to the Chairmen of the Senate Committee on Rehabilitation and Social Services and the House Committee on General Laws by November 1, 2025, regarding the implementation of the provisions of this legislation, including the number and nature of any violations and the manner in which such violations were addressed.

6. Budget Amendment Necessary: No

7. Fiscal Impact Estimates: Final (see Item 8)

8. Fiscal Implications: According to the Alcoholic Beverage Control Authority (“ABC”), the bill is not expected to have a material fiscal impact on agency operations.

9. Specific Agency or Political Subdivisions Affected: Alcoholic Beverage Control Authority

10. Technical Amendment Necessary: No

11. Other Comments: None