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## HOUSE BILL NO. 1816

House Amendments in [ ] — January 31, 1995

A BILL to amend and reenact § 4.1-320 of the Code of Virginia, relating to alcoholic beverage control; illegal advertising.

Patron—Robinson

Referred to Committee on General Laws

**Be it enacted by the General Assembly of Virginia:****1. That § 4.1-320 of the Code of Virginia is amended and reenacted as follows:**

§ 4.1-320. Illegal advertising; penalty; exception.

Except in accordance with Board regulations, no person shall advertise in or send any advertising matter into the Commonwealth about or concerning alcoholic beverages other than those which may legally be manufactured or sold without a license.

Any person convicted of a violation of this section shall be guilty of a Class 1 misdemeanor.

Neither this section nor any Board regulation shall prohibit (i) the awarding of watches of a wholesale value of less than \$100 by a licensed distillery, winery or brewery, to participants in athletic contests; (ii) the exhibition or display of automobiles, boats, or aircraft regularly and normally used in racing or other competitive events and the sponsorship of an automobile, boat or aircraft racing team by a licensed distillery, winery or brewery and the display on the automobile, boat or aircraft and uniforms of the members of the racing team, the trademark or brand name of an alcoholic beverage manufactured by such distillery, winery or brewery; (iii) the sponsorship of a professional athletic event, including, but not limited to, golf, auto racing or tennis, by a licensed distillery, winery or brewery or the use of any trademark or brand name of any alcoholic beverage in connection with such sponsorship; ~~or~~ (iv) the advertisement of beer [ ~~or any alcoholic beverage~~ ] by the display of such product's name on any [ ~~lighter-than-air~~ ] airship [ , which advertising is paid for by the manufacturer of such product ] ; or (v) the advertisement of beer or any alcoholic beverage by the display of such product's name on any scale model, reproduction or replica of any motor vehicle, aircraft or watercraft offered for sale.

ENGROSSED

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