

Regular Session, 2005

HOUSE BILL NO. 455

BY REPRESENTATIVE DORSEY

Prefiled pursuant to Article III, Section 2(A)(4)(b)(i) of the Constitution of Louisiana.

ALCOHOLIC BEVERAGES: Requires the labeling of frozen drink dispensing devices to show the trademarked alcohol brands

1 AN ACT

2 To enact R.S. 26:150(E), relative to preventing unfair practices in the sale of any regulated
3 beverage; to require dispensers of premixed alcohol drinks to be clearly labeled with
4 the trademarked alcohol brands contained within the dispensers; to make this
5 information available to the consumer; and to provide for related matters.

6 Be it enacted by the Legislature of Louisiana:

7 Section 1. R.S. 26:150(E) is hereby enacted to read as follows:

8 §150. Unfair practices

9 * * *

10 E. In order for a consumer to be informed, any alcoholic beverage,
11 concoction, or premixed alcoholic mixed drink sold in a frozen drink machine, slush
12 machine, or other type of dispensing system or device, where the identity of the
13 trademarked alcohol brands are lost in preparation, shall have affixed to the machine,
14 dispensing system, or device a sign, clearly visible to the consumer in at least thirty-
15 six point type print, showing the trademarked alcohol brand or brands contained in
16 such mixture.

DIGEST

The digest printed below was prepared by House Legislative Services. It constitutes no part of the legislative instrument.

Dorsey

HB No. 455

Abstract: Requires any alcoholic beverage sold in a frozen drink machine, slush machine, or other dispensing device to affix to the device a sign clearly visible to the consumer showing the trademarked alcohol brand or brands contained in the mixture.

Proposed law requires any alcoholic beverage, concoction, or premixed alcoholic mixed drink sold in a frozen drink machine, slush machine, or other type of dispensing device, where the identity of the trademarked alcohol brands are lost in preparation, to affix to the machine system or device a sign, clearly visible to the consumer in at least 36 point type print, showing the trademarked alcohol brand or brands contained in such mixture so that the consumer will be informed.

(Adds R.S. 26:150(E))