

# **WEST VIRGINIA LEGISLATURE**

**2020 REGULAR SESSION**

**ENROLLED**

**Committee Substitute**

**for**

**House Bill 4388**

BY DELEGATES HAMRICK, J. JEFFRIES AND C. MARTIN

[Passed March 7, 2020; in effect ninety days from passage.]



1 AN ACT to amend and reenact §11-16-2 of the Code of West Virginia, 1931, as amended; to  
2 amend and reenact §11-16-18 and §11-16-22 of said code; to amend and reenact §60-2-  
3 15 of said code; to amend and reenact §60-8-23 of said code, all relating to removing  
4 restrictions on advertising, adding legislative findings; permitting equipment, fixtures,  
5 signs, services, and supplies by licensees; establishing furnishing, selling, installing, or  
6 maintaining draught line equipment, supplies, and cleaning services to a licensed retailer;  
7 modifying restriction on brewers or distributors from sponsoring athletic events where  
8 majority of the athletes are minors; providing for cleaning of draught lines; providing for  
9 record keeping for draught line cleaning; modifying restrictions on equipment, fixtures,  
10 signs, and supplies; prohibiting for restricting false, misleading, or deceptive  
11 advertisement; prohibiting commissioner from restricting advertising media; and clarifying  
12 that exterior signs are governed by the Division of Highways.

*Be it enacted by the Legislature of West Virginia:*

**ARTICLE 16. NONINTOXICATING BEER.**

**§11-16-2. Declaration of legislative findings, policy and intent; construction.**

1 It is hereby found by the Legislature and declared to be the policy of this state that it is in  
2 the public interest to regulate and control the manufacture, sale, distribution, transportation,  
3 storage, and consumption of the beverages regulated by this article within this state and that,  
4 therefore, the provisions of this article are a necessary, proper, and valid exercise of the police  
5 powers of this state and are intended for the protection of the public safety, welfare, health, peace  
6 and morals and are further intended to eliminate, or to minimize to the extent practicable, the evils  
7 attendant to the unregulated, unlicensed, and unlawful manufacture, sale, distribution,  
8 transportation, storage, and consumption of such beverages and are further intended to promote  
9 temperance in the use and consumption thereof. The Legislature further finds and declares that  
10 advertising is essential to the growth of business and job promotion within the state. In order to

11 further these ends, the provisions of this article and of the rules promulgated pursuant thereto,  
12 shall be construed so that the accomplishment of these stated purposes may be effectuated.

**§11-16-18. Unlawful acts of licensees; criminal penalties.**

1 (a) It is unlawful:

2 (1) For any licensee, his, her, its, or their servants, agents, or employees to sell, give, or  
3 dispense, or any individual to drink or consume, in or on any licensed premises or in any rooms  
4 directly connected, nonintoxicating beer or cooler on weekdays between the hours of 2:00 a.m.  
5 and 7:00 a.m., or between the hours of 2:00 a.m. and 10:00 a.m., or a Class A retail dealer to sell  
6 nonintoxicating beer for on-premises consumption only between the hours of 2:00 a.m. and 1:00  
7 p.m. in any county upon approval as provided for in §7-1-3ss of this code, on any Sunday, except  
8 in private clubs licensed under the provisions of §60-7-1 *et seq.* of this code, where the hours  
9 shall conform with the hours of sale of alcoholic liquors;

10 (2) For any licensee, his, her, its, or their servants, agents, or employees to sell, furnish,  
11 or give any nonintoxicating beer, as defined in this article, to any person visibly or noticeably  
12 intoxicated or to any person known to be insane or known to be a habitual drunkard;

13 (3) For any licensee, his, her, its, or their servants, agents, or employees to sell, furnish,  
14 or give any nonintoxicating beer as defined in this article to any person who is less than 21 years  
15 of age;

16 (4) For any distributor to sell or offer to sell, or any retailer to purchase or receive, any  
17 nonintoxicating beer as defined in this article, except for cash and a right of action shall not exist  
18 to collect any claims for credit extended contrary to the provisions of this subdivision. Nothing  
19 herein contained in this section prohibits a licensee from crediting to a purchaser the actual price  
20 charged for packages or containers returned by the original purchaser as a credit on any sale, or  
21 from refunding to any purchaser the amount paid or deposited for the containers when title is  
22 retained by the vendor: *Provided*, That a distributor may accept an electronic transfer of funds if  
23 the transfer of funds is initiated by an irrevocable payment order on the invoiced amount for the

24 nonintoxicating beer. The cost of the electronic fund transfer shall be borne by the retailer and the  
25 distributor shall initiate the transfer no later than noon of one business day after the delivery;

26 (5) For any brewer or distributor to give, furnish, rent, or sell any equipment, fixtures, signs,  
27 supplies, or services directly or indirectly or through a subsidiary or affiliate to any licensee  
28 engaged in selling products of the brewing industry at retail or to offer any prize, premium, gift, or  
29 other similar inducement, except advertising matter, including indoor electronic or mechanical  
30 signs, of nominal value up to \$25.00 per stock keeping unit, to either trade or consumer buyers:  
31 *Provided*, That a distributor may offer, for sale or rent, tanks of carbonic gas: *Provided however*,  
32 That, in the interest of public health and safety, a distributor may, independently or through a  
33 subsidiary or affiliate, furnish, sell, install, or maintain draught line equipment, supplies, and  
34 cleaning services to a licensed retailer so long as the furnishing or sale of draught line services  
35 may be negotiated at no less than direct cost: *Provided further*, That a distributor may furnish,  
36 rent, or sell equipment, fixtures, signs, services, or supplies directly or indirectly or through a  
37 subsidiary or affiliate to any licensee engaged in selling products of the brewing industry at retail  
38 under the conditions and within the limitations as prescribed herein. Nothing contained in this  
39 section prohibits a brewer from sponsoring any professional or amateur athletic event or from  
40 providing prizes or awards for participants and winners in any events.

41 (6) For any brewer or distributor to sponsor any professional or amateur athletic event or  
42 provide prizes or awards for participants and winners when a majority of the athletes participating  
43 in the event are minors, unless specifically authorized by the commissioner;

44 (7) For any retail licensee to sell or dispense nonintoxicating beer through draught lines  
45 where the draught lines have not been cleaned at least every two weeks in accordance with rules  
46 promulgated by the commissioner, and where written records of all cleanings are not maintained  
47 and available for inspection;

48 (8) For any licensee to permit in his or her premises any lewd, immoral, or improper  
49 entertainment, conduct, or practice;

50           (9) For any licensee except the holder of a license to operate a private club issued under  
51 the provisions of §60-7-1 *et seq.* of this code or a holder of a license or a private wine restaurant  
52 issued under the provisions of §60-8-1 *et seq.* of this code to possess a federal license, tax  
53 receipt, or other permit entitling, authorizing, or allowing the licensee to sell liquor or alcoholic  
54 drinks other than nonintoxicating beer;

55           (10) For any licensee to obstruct the view of the interior of his or her premises by  
56 enclosure, lattice, drapes, or any means which would prevent plain view of the patrons occupying  
57 the premises. The interior of all licensed premises shall be adequately lighted at all times:  
58 *Provided*, That provisions of this subdivision do not apply to the premises of a Class B retailer,  
59 the premises of a private club licensed under the provisions of §60-7-1 *et seq.* of this code, or the  
60 premises of a private wine restaurant licensed under the provisions of §60-8-1 *et seq.* of this code;

61           (11) For any licensee to manufacture, import, sell, trade, barter, possess, or acquiesce in  
62 the sale, possession, or consumption of any alcoholic liquors on the premises covered by a  
63 license or on premises directly or indirectly used in connection with it: *Provided*, That the  
64 prohibition contained in this subdivision with respect to the selling or possessing or to the  
65 acquiescence in the sale, possession, or consumption of alcoholic liquors is not applicable with  
66 respect to the holder of a license to operate a private club issued under the provisions of §60-7-  
67 1 *et seq.* of this code nor shall the prohibition be applicable to a private wine restaurant licensed  
68 under the provisions of §60-8-1 *et seq.* of this code insofar as the private wine restaurant is  
69 authorized to serve wine;

70           (12) For any retail licensee to sell or dispense nonintoxicating beer, as defined in this  
71 article, purchased, or acquired from any source other than a distributor, brewer, or manufacturer  
72 licensed under the laws of this state;

73           (13) For any licensee to permit loud, boisterous, or disorderly conduct of any kind upon  
74 his or her premises or to permit the use of loud musical instruments if either or any of the same  
75 may disturb the peace and quietude of the community where the business is located: *Provided*,

76 That a licensee may have speaker systems for outside broadcasting as long as the noise levels  
77 do not create a public nuisance or violate local noise ordinances;

78 (14) For any person whose license has been revoked, as provided in this article, to obtain  
79 employment with any retailer within the period of one year from the date of the revocation, or for  
80 any retailer to knowingly employ that person within the specified time;

81 (15) For any distributor to sell, possess for sale, transport, or distribute nonintoxicating  
82 beer except in the original container;

83 (16) For any licensee to knowingly permit any act to be done upon the licensed premises,  
84 the commission of which constitutes a crime under the laws of this state;

85 (17) For any Class B retailer to permit the consumption of nonintoxicating beer upon his  
86 or her licensed premises;

87 (18) For any Class A licensee, his, her, its, or their servants, agents, or employees, or for  
88 any licensee by or through any servants, agents, or employees, to allow, suffer, or permit any  
89 person less than 18 years of age to loiter in or upon any licensed premises; except, however, that  
90 the provisions of this subdivision do not apply where a person under the age of 18 years is in or  
91 upon the premises in the immediate company of his or her parent or parents, or where and while  
92 a person under the age of 18 years is in or upon the premises for the purpose of and actually  
93 making a lawful purchase of any items or commodities sold, or for the purchase of and actually  
94 receiving any lawful service rendered in the licensed premises, including the consumption of any  
95 item of food, drink, or soft drink lawfully prepared and served or sold for consumption on the  
96 premises;

97 (19) For any distributor to sell, offer for sale, distribute, or deliver any nonintoxicating beer  
98 outside the territory assigned to any distributor by the brewer or manufacturer of nonintoxicating  
99 beer or to sell, offer for sale, distribute, or deliver nonintoxicating beer to any retailer whose  
100 principal place of business or licensed premises is within the assigned territory of another  
101 distributor of the nonintoxicating beer: *Provided*, That nothing in this section is considered to

102 prohibit sales of convenience between distributors licensed in this state where one distributor  
103 sells, transfers, or delivers to another distributor a particular brand or brands for sale at wholesale;  
104 and

105 (20) For any licensee or any agent, servant, or employee of any licensee to knowingly  
106 violate any rule lawfully promulgated by the commissioner in accordance with the provisions of  
107 chapter 29A of this code.

108 (b) Any person who violates any provision of this article, including, but not limited to, any  
109 provision of this section, or any rule, or order lawfully promulgated by the commissioner, or who  
110 makes any false statement concerning any material fact in submitting an application for a license  
111 or for a renewal of a license or in any hearing concerning the revocation of a license, or who  
112 commits any of the acts in this section declared to be unlawful is guilty of a misdemeanor and,  
113 upon conviction thereof, shall be punished for each offense by a fine of not less than \$25, nor  
114 more than \$500, or confined in the county or regional jail for not less than 30 days nor more than  
115 six months, or by both fine and confinement. Magistrates have concurrent jurisdiction with the  
116 circuit court and any other courts having criminal jurisdiction in their county for the trial of all  
117 misdemeanors arising under this article.

118 (c) (1) A Class B licensee that:

119 (A) Has installed a transaction scan device on its licensed premises; and

120 (B) Can demonstrate that it requires each employee, servant, or agent to verify the age of  
121 any individual to whom nonintoxicating beer is sold, furnished, or given away by the use of the  
122 transaction device may not be subject to: (i) Any criminal penalties whatsoever, including those  
123 set forth in subsection (b) of this section; (ii) any administrative penalties from the commissioner;  
124 or (iii) any civil liability whatsoever for the improper sale, furnishing, or giving away of  
125 nonintoxicating beer to an individual who is less than 21 years of age by one of his or her  
126 employees, servants, or agents. Any agent, servant, or employee who has improperly sold,  
127 furnished, or given away nonintoxicating beer to an individual less than 21 years of age is subject

128 to the criminal penalties of subsection (b) of this section. Any agent, servant, or employee who  
129 has improperly sold, furnished, or given away nonintoxicating beer to an individual less than 21  
130 years of age is subject to termination from employment, and the employer shall have no civil  
131 liability for the termination.

132 (2) For purposes of this section, a Class B licensee can demonstrate that it requires each  
133 employee, servant, or agent to verify the age of any individual to whom nonintoxicating beer is  
134 sold by providing evidence: (A) That it has developed a written policy which requires each  
135 employee, servant, or agent to verify the age of each individual to whom nonintoxicating beer will  
136 be sold, furnished, or given away; (B) that it has communicated this policy to each employee,  
137 servant, or agent; and (C) that it monitors the actions of its employees, servants, or agents  
138 regarding the sale, furnishing, or giving away of nonintoxicating beer and that it has taken  
139 corrective action for any discovered noncompliance with this policy.

140 (3) "Transaction scan" means the process by which a person checks, by means of a  
141 transaction scan device, the age and identity of the cardholder, and "transaction scan device"  
142 means any commercial device or combination of devices used at a point of sale that is capable  
143 of deciphering in an electronically readable format the information enclosed on the magnetic strip  
144 or bar code of a driver's license or other governmental identity card.

145 (d) Nothing in this article nor any rule of the commissioner shall prevent or be considered  
146 to prohibit any licensee from employing any person who is at least 18 years of age to serve in the  
147 licensee's lawful employ, including the sale or delivery of nonintoxicating beer as defined in this  
148 article. With the prior approval of the commissioner, a licensee whose principal business is the  
149 sale of food or consumer goods, or the providing of recreational activities, including, but not limited  
150 to, nationally franchised fast food outlets, family oriented restaurants, bowling alleys, drug stores,  
151 discount stores, grocery stores, and convenience stores, may employ persons who are less than  
152 18 years of age but at least 16 years of age: *Provided*, That the person's duties may not include  
153 the sale or delivery of nonintoxicating beer or alcoholic liquors: *Provided, however*, That the

154 authorization to employ persons under the age of 18 years shall be clearly indicated on the  
155 licensee's license.

**§11-16-22. Powers of the commissioner; rules, or orders.**

1 (a) In addition to all other powers conferred upon the commissioner and in order to  
2 effectively carry out the provisions, intent and purposes of this article, the commissioner shall  
3 have the power and authority to adopt, promulgate, repeal, rescind and amend, in accordance  
4 with the provisions of chapter 29A of this code, rules, standards, requirements and orders,  
5 including, but not limited to, the following:

6 (1) Prescribing records and accounts, pertaining to the manufacture, distribution and sales  
7 of nonintoxicating beer, to be kept by the licensee and the form thereof;

8 (2) Requiring the reporting of such information by licensees as may be necessary for the  
9 effective administration of this article;

10 (3) Regulating the branding and labeling of packages, bottles or other containers in which  
11 nonintoxicating beer may be sold; and, in his or her discretion, requiring the collection of all taxes  
12 provided for under §11-16-13 of this code;

13 (4) Prohibiting shipment into the state and sale within the state of low grade or under-  
14 standard nonintoxicating beer;

15 (5) Referring to licenses and the issuance and revocation of the same;

16 (6) Establishing the suitability of businesses and locations for licensure, and requiring  
17 licensees to keep their places of business where nonintoxicating beer is sold at retail, and the  
18 equipment used in connection therewith, clean and in a sanitary condition;

19 (7) Restricting the content of advertising so as to prohibit false, misleading, or deceptive  
20 claims, depictions or descriptions of nonintoxicating beer being consumed irresponsibly or  
21 intemperately, or advertising presentations designed to appeal to persons below the legal drinking  
22 age: *Provided*, That the commissioner may not promulgate any rule which prohibits the  
23 advertising of a particular brand or brands of nonintoxicating beer and the price thereof, which  
24 restricts or prohibits:

- 25 (A) The advertising medium or equipment used; or
- 26 (B) Signage except for exterior signage governed by §17-22-1 *et seq.* of this code.
- 27 (8) Wholesale prices or price changes, including, but not limited to, the regulation and
- 28 extent, if any, of any temporary price markoff or markdown, temporary wholesale price change
- 29 downward or price discount, sometimes referred to as “post downs” or as “posting down” or any
- 30 other price change, the express purpose of which is to put into effect a temporary price reduction,
- 31 as well as the duration of time during which such temporary price reduction is to remain in effect;
- 32 (9) Restrictions upon West Virginia distributors or other licensees with respect to the
- 33 purchase of any nonintoxicating beer or malt coolers from manufacturers or brewers whether
- 34 within or without the state who have failed to qualify for manufacture or shipment of any such
- 35 product in the state; and
- 36 (10) Regulating, restricting or prohibiting a distributor from selling, offering for sale,
- 37 distributing or delivering nonintoxicating beer to any retailer whose principal place of business,
- 38 residence or licensed premises is located without or beyond the assigned territory of such
- 39 distributor of such nonintoxicating beer.
- 40 (b) Any rule or order heretofore adopted by the commissioner and currently in effect upon
- 41 the convening of the regular session of the Legislature held in the year one thousand nine hundred
- 42 eighty-six shall remain in effect until changed by the commissioner in the manner prescribed by
- 43 article three, chapter twenty-nine-a of this code, irrespective of whether specific authority for such
- 44 currently effective rule existed prior to such date.

## **CHAPTER 60. STATE CONTROL OF ALCOHOLIC LIQUORS.**

### **ARTICLE 2. ALCOHOL BEVERAGE CONTROL COMMISSIONER.**

#### **§60-2-15. Regulation of advertising.**

1 The commission shall prescribe rules governing the advertising of alcoholic liquors in this

2 state. The rules may only prohibit advertising that encourages intemperance, induces minors to

3 purchase, or tends to deceive or misrepresent.

**ARTICLE 8. SALE OF WINES.**

**§60-8-23. Duties and powers of commissioner; rules.**

1 (a) The commissioner is authorized:

2 (1) To enforce the provisions of this article.

3 (2) To enter the premises of any licensee at reasonable times for the purpose of inspecting  
4 the premises and determining the compliance of the licensee with the provisions of this article  
5 and any rules promulgated by the commissioner.

6 (3) In addition to rules relating to the tax imposed by §60-8-4 of this code or otherwise  
7 authorized by this article, to promulgate reasonable rules as he or she deems necessary for the  
8 execution and enforcement of the provisions of this article, which may include, but shall not be  
9 limited to:

10 (A) The transport, use, handling, service and sale of wine;

11 (B) Establishing standards of identity, quality and purity to protect the public against wine  
12 containing deleterious, harmful or impure substances or elements and against spurious or  
13 imitation wines and wines unfit for human consumption; and

14 (C) Restricting the content of wine advertising so as to prohibit false or misleading claims,  
15 or depictions or descriptions of wine being consumed irresponsibly or immoderately, or  
16 advertising presentations designed to appeal to persons below the legal drinking age: *Provided,*  
17 That the commissioner shall not promulgate any rule which prohibits the advertising of a particular  
18 brand or brands of wine and the price thereof, or which prohibits or restricts the advertising  
19 medium used: *Provided, however,* That price shall not be advertised in a medium of electronic  
20 communication subject to the jurisdiction of the Federal Communications Commission.

21 (4) To issue subpoenas and subpoenas duces tecum for the purpose of conducting  
22 hearings under the provisions of §60-8-12 of this code, which subpoenas and subpoenas duces  
23 tecum shall be issued in the time, for the fees, and shall be enforced in the manner specified in  
24 §29A-5-1 of this code with like effect as if said section was set forth in extenso in this subdivision.

25           (b) The authority granted in this subsection and subsections (a) and (d) of this section may  
26 also be exercised by the duly authorized or designated agents of the commissioner.

27           (c) Except as may be in this article to the contrary, the commissioner shall not have  
28 authority by rule or otherwise to regulate markups, prices, discounts, allowances or other terms  
29 of sale at which wine may be purchased or sold by wine distributors or licensees authorized to  
30 sell wine at retail but nothing herein shall be deemed to authorize or permit any discriminatory  
31 practice prohibited by §60-8-31(a), of this code or any other discriminatory practice.

32           (d) All rules promulgated by the commissioner pursuant to this article shall be so  
33 promulgated in accordance with the provisions of chapter 29A of this code. The rules promulgated  
34 pursuant to the prior enactment of this article and not disapproved by the Legislature shall remain  
35 in full force and effect to the extent that such rules are not abrogated and made null and void by  
36 the reenactment of the sections of this article during the regular session of the Legislature for  
37 1986. Any rule which is inconsistent or contrary in any way to any provision of this article now or  
38 hereafter enacted are null and void.



The Joint Committee on Enrolled Bills hereby certifies that the foregoing bill is correctly enrolled.

.....  
*Chairman, House Committee*

.....  
*Chairman, Senate Committee*

Originating in the House.

In effect ninety days from passage.

.....  
*Clerk of the House of Delegates*

.....  
*Clerk of the Senate*

.....  
*Speaker of the House of Delegates*

.....  
*President of the Senate*

\_\_\_\_\_

The within ..... this the.....  
day of ....., 2020.

.....  
*Governor*