

**HOUSE . . . . . No. 453**

---

**The Commonwealth of Massachusetts**

PRESENTED BY:

*Jeffrey N. Roy*

*To the Honorable Senate and House of Representatives of the Commonwealth of Massachusetts in General Court assembled:*

The undersigned legislators and/or citizens respectfully petition for the adoption of the accompanying bill:

An Act relative to inducements in the purchase and sale of alcoholic beverages.

PETITION OF:

NAME:	DISTRICT/ADDRESS:	DATE ADDED:
<i>Jeffrey N. Roy</i>	<i>10th Norfolk</i>	<i>1/21/2021</i>

**HOUSE . . . . . No. 453**

---

By Mr. Roy of Franklin, a petition (accompanied by bill, House, No. 453) of Jeffrey N. Roy relative to inducements in the purchase and sale of alcoholic beverages. Consumer Protection and Professional Licensure.

---

**The Commonwealth of Massachusetts**

\_\_\_\_\_  
**In the One Hundred and Ninety-Second General Court  
(2021-2022)**  
\_\_\_\_\_

An Act relative to inducements in the purchase and sale of alcoholic beverages.

*Be it enacted by the Senate and House of Representatives in General Court assembled, and by the authority of the same, as follows:*

1 SECTION 1: Section 25A of Chapter 138 of the General Laws is hereby amended by  
2 inserting after subsection (a) the following:

3 (b) No licensee shall give or permit to be given money or any other thing of substantial  
4 value in any effort to induce any person to persuade or influence any other person to purchase, or  
5 contract for the purchase of any particular brand or kind of alcoholic beverages, or to persuade or  
6 influence any person to refrain from purchasing, or contracting for the purchase of any particular  
7 brand or kind of alcoholic beverages. This prohibition shall include furnishing a retailer with  
8 human resources to perform merchandising or other functions, with the expectation of stocking,  
9 rotation or pricing services of the industry member’s own product.