

Committee Name:

Senate Committee – Economic Development, Job Creation and Housing (SC–EDJCH)

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Joe Leibham

State Senator
9th State Senate District

Testimony on Senate Bill 211
Senate Committee on Economic Development, Job Creation and Housing
August 14, 2003

Chairperson Stepp and Committee Members,

Thank you for holding a public hearing on Senate Bill 211. I appreciate the opportunity to testify on behalf of this bill.

Some small business retailers in the 9th Senate District informed me of this issue and offered a common sense approach to allow them additional flexibility to advertise their liquor products during these challenging economic times.

Current law requires a retailer of intoxicating liquor to purchase, advertise, and sell intoxicating liquor only under the retailer's name. This requirement has the effect of prohibiting cooperative advertising between retailers.

SB 211 eliminates the requirement that an intoxicating liquor retailer advertise only under its own name. For example, if two Piggly Wiggly's are owned by the same person and operate in the same city, each individual store has to take out separate advertisements for their intoxicating liquor products. Under this bill, both stores would have the ability to advertise their products jointly.

In these days of difficult economic times, I feel it is important that we do what we can to assist small businesses to become more efficient and save money. SB 211 is one of the ways we can move our state laws in the right direction.

Thank you for your time and consideration. I am happy to answer any specific questions you may have on this issue.