



## CALIFORNIA LEGISLATIVE SUMMARY – 2014 Alcohol Industry Continues Domination over Public Health

	AJ Support	AJ Oppose	Total
<b>Bills &amp; Resolutions</b>	5	15 <sup>1</sup>	20
<b>Passed</b>	3	10 <sup>2</sup>	15

The alcohol industry in California has legislative power; the voices for public health have little power. Alcohol Justice monitored and took action on a total of 20 bills and resolutions of interest during California’s 2014 Legislative session, a vast majority of which benefitted the alcohol industry. Of the 15 items that we opposed, 10 ultimately passed. Three of the bills we opposed died, and two were amended to remove the alcohol components. We supported 5 bills, 3 of which passed.

As in prior years, the California legislature and Governor Brown in 2014 favored the alcohol industry over public health. While none of the industry-friendly bills were sweeping in scope, the legislation favoring industry received alcohol industry juice to continue a sustained push to further erode regulation. The themes of the bills generally fit two categories:

- (1) expanding what is permissible in a distinct area of policy; or
- (2) bringing parity between policy covering industry segments such as wine and beer.

Whatever the details of the legislation, the overall outcome remained the same: increased alcohol availability.

The 2014 session offered specific examples of this lock-step process of incremental change followed by parity resulting in increased alcohol availability. AB 2004 authorized beer manufacturers to receive certified farmers’ market beer sales permits, and AB 2488 authorized wine licensees with certified farmers’ market sales permits to conduct instructional tasting events at farmers’ markets. Because state law already permitted wineries to sell wine at farmers’ markets, the argument followed that each of these

<sup>1</sup> Alcohol Justice opposed the exclusion of alcohol from 2 bills to require labeling of genetically engineered food: SB 1040 and SB 1381.

<sup>2</sup> Alcohol Justice opposed 2 alcohol-focused bills that were later amended to remove the alcohol components: AB 816 and AB 1895.

changes were only incremental expansions of an existing policy. Yet, the cumulative outcome of these changes is further expansion of alcohol availability.

An alcohol-related bill with great potential to positively impact public health failed. SB 1663 would have required the CA Dept. of Alcoholic Beverage Control to prepare and submit a report to the Legislature regarding enforcement staffing levels for its district offices, and include recommendations on funding levels necessary to support appropriate enforcement staffing. While the bill would not have guaranteed additional funding for enforcement, it did reinforce the importance of enforcement.

California’s alcohol-related legislative activity was not all negative in 2014. Two victories for public health were seen in AB 1928, which restricted types of coupons that retailers, manufacturers, and wholesalers may redeem and offer, and AB 2010, which imposed similar regulations on all tiers of the alcohol sales system with regard to duplicate licenses. Both of these bills were more technical in nature and focused on the relationship between tiers. However, while separate and distinct tiers are a foundation for sound alcohol policy, there was no legislation pushing back against increased availability at the retail level. In fact, AB 2010 also eliminated the current 30-day prohibition on sales that follows the issuance of a duplicate license.

Three resolutions approved in the 2014 session served as a point of contrast and illustrated the California legislature’s incongruity on issues of alcohol and public health. Specifically, the Assembly and Senate chose to simultaneously observe awareness about alcohol-related harm and to promote the California alcohol industry within the same month. California legislators proclaimed April as Alcohol Awareness Month, Craft Brewery Month, and “California Wines: Down to Earth” month.

Bill #	Position	Summary	Author	Activity Notes
ACR 83	Support	Proclaims April 2014 as Alcohol Awareness Month in California.	Buchanan (D-Livermore)	Chaptered on 5/30
AB 1928	Support	Restricts types of coupons that retailers, manufacturers, and wholesalers may redeem and offer.	Bocanegra (D-Sun Valley)	Chaptered on 7/18
AB 2010	Support	Imposes similar regulations on all tiers of the alcohol sales system with regard to duplicate licenses and eliminates the current 30-day prohibition on sales that follows the issuance of a duplicate license.	Gray (D-Merced)	Chaptered on 9/29
SB 1163	Support	Requires ABC to submit a report with recommendations to the Legislature on enforcement staffing and funding.	Galgiani (D-Stockton)	Died on 11/30

Bill #	Position	Summary	Author	Activity Notes
SB 1401	Support	Authorizes ABC to investigate specific violations and hire six additional personnel to enforce tied-house laws.	Block (D-San Diego)	Died on 11/30
ACR 116	Oppose	Proclaims April 2014 as California Craft Brewery Month.	Chesbro (D-Mendocino)	Chaptered on 5/30
AB 520	Oppose	Expands, with limits, wine and distilled spirits tasting events.	Chesbro (D-Mendo to requirecino)	Chaptered on 9/29
AB 600	Oppose	Expands an exception permitting the alcohol industry to purchase ad space and time from, or on behalf of, on-sale retailers at specified facilities in Santa Clara (city).	Bonta (D-Alameda)	Chaptered on 7/18
AB 686	Oppose	Authorizes distilled spirits manufacturers to sell general merchandise and food, nonalcoholic beverages, and distilled spirits to consumers directly.	Quirk (D-Hayward)	Died on 11/30
AB 816	Oppose	Previously redefined "product" to include cider and perry.	Hall (D-Compton)	Amended on 8/13 Amendment removed alcohol component
SB 1040	Oppose alcohol exception	Excludes alcohol from requirement that any food that is genetically engineered meet certain labelling requirements.	Evans (D-Santa Rosa)	Died on 11/30
SB 1381	Oppose alcohol exception	Excludes alcohol from requirement that any food that is genetically engineered meet certain labelling requirements.	Evans (D-Santa Rosa)	Died on 5/29
AB 1895	Oppose	Previously authorized distilled spirits manufacturers to sell general merchandise and food, nonalcoholic beverages, and distilled spirits to consumers directly.	Quirk (D-Hayward)	Amended on 8/25 Amendment removed alcohol component
AB 1989	Oppose	Exempts a qualified student under the age of 21 and qualified academic institution from criminal prosecution for any "tasting" of alcoholic beverages that occur as part of instruction in a course required for a degree.	Chesbro (D-Mendocino)	Chaptered on 7/21
AB 2004	Oppose	Authorizes beer manufacturers to receive certified farmers' market beer sales permits.	Chesbro (D-Mendocino)	Chaptered on 9/29

Bill #	Position	Summary	Author	Activity Notes
AB 2073	Oppose	Permits the sale and consumption of alcoholic beverages on the grounds of public schools when a special event permit is held and pupils are generally not on the grounds.	Bigelow (R-Placerville)	Chaptered on 8/21
AB 2182	Oppose	Authorizes the issuance of a wine sales event permit to any licensee under a winegrower's license.	Gaines (R-Folsom)	Chaptered on 8/19
AB 2488	Oppose	Authorizes wine licensee with certified farmers' market sales permit to conduct instructional tasting event on the subject of wine at a farmers' market.	Levine (D-Petaluma)	Chaptered on 7/8
AB 2609	Oppose	Allows nonprofit home brewing or winemaking organizations to sell beer or wine at fundraising events for themselves twice per year.	Nestende (R-Hemet)	Chaptered on 8/21
SCR 94	Oppose	Proclaims April 2014 as the "California Wines: Down to Earth" month – a celebration of sustainable leadership by California wine industry.	Evans (D-Santa Rosa)	Chaptered on 5/5