

Initiative Petition Relative to "Happy Hour" Practices Specifically Permitted by Licensees

Be it enacted by the People, and by their authority:

The General Laws are hereby amended by inserting after Section 78 of Chapter 138 the following section 79:

M.G.L. c. 138, Section 79: Certain Practices Specifically Permitted

- (1) A Licensee under this Section means any person, club, partnership, corporation or other entity licensed under the provisions of M.G.L. c. 138 to sell alcoholic beverages to be served and drunk on the premises.
- (2) A Licensee, or employee or agent of a Licensee shall be permitted to:
 - (a) offer or deliver free drinks to a person or group of persons;
 - (b) deliver more than two drinks to one person at one time;
 - (c) sell, offer to sell or deliver to any person or group of persons any drinks at a price less than the price regularly charged for such drinks during the same calendar week, including at private functions not open to the public;
 - (d) sell, offer to sell or deliver to any person unlimited number of drinks during any set period of time for a fixed price, including at private functions not open to the public;
 - (e) sell, offer to sell or deliver drinks to any person or group of persons on any one day at prices less than those charged the general public on that day, including at private functions not open to the public;
 - (f) sell, offer to sell or deliver malt beverages or mixed drinks by the pitcher except to two or more persons at any one time;
 - (g) increase the volume of alcoholic beverages contained in a drink without increasing proportionately the price regularly charged for such drink during the same calendar week;
 - (h) host on the licensed premises, games or contests which involve drinking or the awarding of drinks as prizes.
- (3) A Licensee, as defined in Section 79(1) shall be permitted to advertise or promote, whether within or without the licensed premises, any of the practices permitted in Section 79(2).
- (4) The Alcoholic Beverages Control Commission shall be permitted to make regulations consistent with the provisions of this Section.

Handwritten signatures and initials:
JMS
BK AB JAS
AB KO AEF EF
KA KB DB M
PW M.B.L. SE