

HJM 8 STAFF MEASURE SUMMARY

Senate Committee On Business and General Government

Prepared By: Tyler Larson, LPRO Analyst

Meeting Dates: 3/12

WHAT THE MEASURE DOES:

Urges Congress and Alcohol and Tobacco Tax and Trade Bureau (TTB) to thoroughly enforce standards for wine labeling, packaging, and advertising claims regarding geographic designations, appellations of origin, American Viticultural Areas, and varietal content. Urges TTB to modernize labeling and advertising standards to meets needs of industry. Urges states to enter into mutual agreements for the reciprocal enforcement of wine labeling, packaging, and advertising laws.

ISSUES DISCUSSED:

EFFECT OF AMENDMENT:

No amendment.

BACKGROUND:

The Alcohol and Tobacco Tax and Trade Bureau (TTB) administers and enforces the Federal Alcohol Administration Act, which regulates alcohol production, importation, and wholesale businesses. Alcohol beverage containers must have a certificate of label approval or an exemption certificate before being sold in the U.S.; federal standards prohibit misleading labeling or advertising that may result in consumer deception. The TTB filed a notice of proposed rulemaking in the November 26, 2018, Federal Register regarding the "Modernization of the Labeling and Advertising Regulations for Wine, Distilled Spirits, and Malt Beverages." The public may submit comments on the proposed rulemaking until March 26, 2019.

House Joint Memorial 8 urges Congress and the TTB to thoroughly enforce standards for wine labeling, packaging, and advertising claims regarding geographic designations, appellations of origin, American Viticultural Areas, and varietal content. The measure urges TTB to adopt standards modernize labeling and advertising standards, including minimum content standards for Oregon wine. The measure also urges states to enter into mutual agreements for the reciprocal enforcement of wine labeling, packaging, and advertising laws.