

Notice of Agency Rule-making Proposal

Agency: Bureau of Alcoholic Beverages and Lottery Operations

Chapter Number and Title: Chapter 160, Definition of Brand

Proposed Rule Number (*leave blank; assigned by Secretary of State*):

Contact Person for this Filing:

Timothy R. Poulin, Deputy Director
 Bureau of Alcoholic Beverages and Lottery Operations
 8 State House Station, Augusta, ME 04333-0008
 Office: (207) 287-6750, Fax: (207) 287-6769
Tim.Poulin@Maine.gov

Contact Person for Small Business Information (if different):

Public Hearing (if any): Friday, June 18, 2015
 Augusta Amory
 Room 209B
 179 Western Avenue
 Augusta, ME 04330
 10:00am to 1:00pm

Comment Deadline: July 16, 2015

Brief Summary: This rule creates the definition of brand as required by Resolves 2013, chapter 89.

Copies of the rule are available by contacting the Maine Bureau of Alcoholic Beverages and Lottery Operations, 8 State House Station, Augusta, Maine 04333-0008.

Impact on Municipalities or Counties (if any): None

Identification of Primary source of information: Alcohol and Tobacco Tax and Trade Bureau of the U.S. Department of the Treasury, New York Liquor Authority, North Carolina Administrative Offices of the Court, Briggs v. Martlet, 57 F.3d 18(1st Cir. 1995) and Professional Judgment

Statutory Authority for this Rule: Resolves 2013, chapter 89

Substantive State or Federal Law Being Implemented (if different):

Email for Overall Agency Rule-Making Liaison: Alexander.Willette@Maine.gov

* Check one of the following two boxes.

The above summary is for use in both the newspaper and website notices.

The above summary is for the newspaper notice only. A more detailed summary / basis statement is attached.

Please approve bottom portion of this form and assign appropriate AdvantageME number.

APPROVED FOR PAYMENT _____ DATE: _____
 (authorized signature)

FUND	AGENCY	ORG	APP	JOB	OBJT	AMOUNT
010	18L	1111	01			

Rule-Making Fact Sheet (5 MRSA §8057-A)

Agency: Bureau of Alcoholic Beverages and Lottery Operations

Name, Address, Phone Number of Agency Contact Person:

Timothy R. Poulin, Deputy Director
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Chapter and Rule Title: Chapter 160, Definition of Brand

Statutory Authority: Resolves 2013, chapter 89

Date and Place of Public Hearing: Friday, June 19, 2015
Augusta Amory
Room 209B
179 Western Avenue
Augusta, ME 04330
10:00am to 1:00pm

Comment Deadline: July 16, 2015

Principal Reason or Purpose for Proposing This Rule:

To define the term brand for 28-A MRS Chapters 55 and 57.

Analysis and Expected Operation of the Rule:

To assist licensees under 28-A MRS Chapters 55 and 57 in defining brand for the distribution of malt beverages and wine.

Identification of Primary source of information: Alcohol and Tobacco Tax and Trade Bureau of the U.S. Department of the Treasury, New York Liquor Authority, North Carolina Administrative Offices of the Court, *Briggs v. Martlet*, 57 F.3d 18(1st Cir. 1995) and Professional Judgment

Fiscal Impact of The Rule: There is no known fiscal impact.

FOR RULES WITH FISCAL IMPACT OF \$1 MILLION OR MORE, ALSO INCLUDE:

ECONOMIC IMPACT, WHETHER OR NOT QUANTIFIABLE IN MONETARY TERMS:

INDIVIDUALS OR GROUPS AFFECTED AND HOW THEY WILL BE AFFECTED:

BENEFITS OF THE RULE:

Note: If necessary, additional pages may be used.

Detailed Basis Statement / Summary:

This rule creates the definition of brand as required by Resolves 2013, chapter 89 to assist licensees under 28-A MRS Chapters 55 and 57 in defining brand for the distribution of malt beverages and wine in Maine.

Copies of the rule are available by contacting the Maine Bureau of Alcoholic Beverages and Lottery Operations, 8 State House Station, Augusta, Maine 04333-0008.