

GENERAL ASSEMBLY OF NORTH CAROLINA
SESSION 2023

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HOUSE BILL 94

Short Title: ABC Laws/Local Sales Option. (Public)

Sponsors: Representatives Saine, Dahle, Willis, and Hawkins (Primary Sponsors).
For a complete list of sponsors, refer to the North Carolina General Assembly web site.

Referred to: Alcoholic Beverage Control, if favorable, Finance, if favorable, Rules, Calendar,
and Operations of the House

February 14, 2023

1 A BILL TO BE ENTITLED
2 AN ACT TO PROVIDE LOCAL GOVERNMENTS WITH THE OPTION OF ALLOWING
3 CERTAIN ALCOHOL SALES AND ADVERTISING.

4 The General Assembly of North Carolina enacts:

5 **SECTION 1.** G.S. 18B-902(d) is amended by adding a new subdivision to read:

6 "(52) Happy hour permit – \$100.00."

7 **SECTION 2.** G.S. 18B-1001 is amended by adding a new subdivision to read:

8 "(24) Happy Hour Permit. – Subject to the adoption of an ordinance pursuant to
9 G.S. 153A-145.7A or G.S. 160A-205.6, a permit under this subdivision may
10 be issued to the holder of an on-premises malt beverage permit, an
11 on-premises unfortified wine permit, an on-premises fortified wine permit, or
12 a mixed beverages permit, located in the county or city that adopted the
13 ordinance. The holder of a permit issued under this subdivision may do any of
14 the following, for any period of time:

- 15 a. Sell an alcoholic beverage at a price that is different from the usual or
16 established price charged for the alcoholic beverage.
17 b. Sell more than one alcoholic beverage to a patron for a single price.
18 c. Establish a single price based upon the required purchase of more than
19 one alcoholic beverage.
20 d. Offer "cents off" coupons.
21 e. Offer a meal and alcoholic beverage at a single total price, whether or
22 not the total price reflects a reduced price of the alcoholic beverage.
23 f. Advertise the price and type of alcoholic beverages (i) on outside
24 signage located on the permittee's premises, (ii) via newspapers, radio,
25 television, and other mass media, or (iii) on outside signage located on
26 the permittee's premises and via newspapers, radio, television, and
27 other mass media."

28 **SECTION 3.** Article 6 of Chapter 153A of the General Statutes is amended by
29 adding a new section to read:

30 **"§ 153A-145.7A. Allow certain alcohol sales and advertising.**

31 A county may adopt an ordinance authorizing the issuance of a permit under subdivision (24)
32 of G.S. 18B-1001. The ordinance may not limit or amend the provisions of subdivision (24) of
33 G.S. 18B-1001."



1 **SECTION 4.** Article 8 of Chapter 160A of the General Statutes is amended by
2 adding a new section to read:

3 **"§ 160A-205.6. Allow certain alcohol sales and advertising.**

4 A city may adopt an ordinance authorizing the issuance of a permit under subdivision (24) of
5 G.S. 18B-1001. The ordinance may not limit or amend the provisions of subdivision (24) of
6 G.S. 18B-1001."

7 **SECTION 5.** The Alcoholic Beverage Control Commission shall amend its rules
8 consistent with the provisions of this act. The Commission may use the procedure set forth in
9 G.S. 150B-21.1 to amend any rules as required under this section.

10 **SECTION 6.** Sections 1 through 4 of this act become effective July 1, 2023. The
11 remainder of this act is effective when it becomes law.