

One Hundred Eighth Legislature - Second Session - 2024

Introducer's Statement of Intent

LB836

Chairperson: Senator John Lowe

Committee: General Affairs

Date of Hearing: January 22, 2024

The following constitutes the reasons for this bill and the purposes which are sought to be accomplished thereby:

LB 836 defines co-branded alcoholic beverages and creates standards for how these products are displayed for purchase.

Co-branded alcoholic beverages are defined as “an alcoholic liquor beverage containing the same or similar brand name, logo, or packaging as a nonalcoholic beverage.”

Principal Introducer: _____

Senator John Lowe