

Regulation of Alcoholic Beverage Specials

The City of Gainesville supports legislative efforts to amend the state Beverage Law to include language regulating alcoholic beverage specials. This is an initiative of the Florida State University System Board of Governors. The proposed language reads: “No licensee or employee or agent of a licensee under the Beverage Law shall sell, offer to sell, deliver, or promote the sale of an unlimited number of alcoholic beverages to any person during any set period of time for a fixed price, except at private function not open to the general public.”