

1 TO THE HONORABLE SENATE:

2 The Committee on Economic Development, Housing and General Affairs to  
3 which was referred House Bill No. 710 entitled “An act relating to beer  
4 franchises” respectfully reports that it has considered the same and  
5 recommends that the Senate propose to the House that the bill be amended by  
6 striking out all after the enacting clause and inserting in lieu thereof the  
7 following:

8 Sec. 1. REDESIGNATION; ADDITION OF SUBCHAPTER

9 7 V.S.A. chapter 23, subchapter 1, which shall include 7 V.S.A. §§ 701-  
10 709, is added to read:

11 Subchapter 1. General Provisions

12 Sec. 2. 7 V.S.A. § 701 is amended to read:

13 § 701. DEFINITIONS

14 As Except as otherwise provided pursuant to section 752 of this chapter, as  
15 used in this chapter:

16 \* \* \*

17 (2) “Franchise” or “agreement” shall mean one or more of the  
18 following:

19 \* \* \*

20 (E) a relationship that has been in existence for at least one year in  
21 which the wholesale dealer’s business is substantially reliant on the certificate

1 of approval holder or manufacturer for the continued supply of malt beverages  
2 or vinous beverages; ~~and~~ or

3 (F) a written or oral arrangement for a definite or indefinite period  
4 that has been in existence for at least one year in which a certificate of  
5 approval holder or manufacturer grants to a wholesale dealer a license to use a  
6 trade name, ~~trade mark~~ trademark, service mark, or related characteristic, and  
7 in which there is a community of interest in the marketing of goods or services  
8 at wholesale, retail, by lease, or otherwise.

9 \* \* \*

10 (7) “Wholesale dealer” means a packager licensed pursuant to section  
11 272 of this title or a wholesale dealer licensed pursuant to section 273 of this  
12 title.

13 Sec. 3. 7 V.S.A. § 702 is amended to read:

14 § 702. PROHIBITED ACTS BY MANUFACTURER OR CERTIFICATE OF  
15 APPROVAL HOLDER

16 A manufacturer or certificate of approval holder shall not do any of the  
17 following:

18 (1) ~~induce~~ Induce or coerce, or attempt to induce or coerce, any  
19 wholesale dealer to accept delivery of any alcoholic beverage, any form of  
20 advertisement, or any other commodity, that was not ordered by the wholesale  
21 dealer;



1 sibling, parent, foster child, child-in-law, sibling-in-law, niece, or nephew of  
2 the owner of the wholesale dealer.

3 Sec. 5. 7 V.S.A. chapter 23, subchapter 2 is added to read:

4 Subchapter 2. Small Manufacturers and Certificate of Approval Holders

5 § 751. APPLICATION

6 (a) The provisions of this subchapter shall apply to any franchise between a  
7 wholesale dealer and either:

8 (1) a certificate of approval holder that produces or distributes a total  
9 annual volume of not more than 50,000 barrels of malt beverages and whose  
10 products comprise three percent or less of the wholesale dealer’s total annual  
11 sales of malt beverages by volume; or

12 (2) a manufacturer that produces a total annual volume of not more than  
13 50,000 barrels of malt beverages and whose products comprise three percent or  
14 less of the wholesale dealer’s total annual sales of malt beverages by volume.

15 (b) The provisions of sections 702, 705, and 706 of this title shall apply to  
16 any franchise that is subject to the provisions of this subchapter.

17 § 752. DEFINITIONS

18 As used in this subchapter:

19 (1) “Barrel” means 31 gallons of malt beverages.

20 (2) “Certificate of approval holder” means a holder of a certificate of  
21 approval issued by the Liquor Control Board pursuant to section 274 of this

1 title that produces or distributes a total annual volume of not more than 50,000  
2 barrels of malt beverages and whose products comprise three percent or less of  
3 a wholesale dealer’s total annual sales of malt beverages by volume.

4 (3) “Compensation” means the cost of a wholesale dealer’s laid-in  
5 inventory related to a franchise that has been or is about to be terminated plus  
6 five times the average annual gross profits earned by the wholesale dealer on  
7 the sale of products pursuant to the franchise during the last three calendar  
8 years or, if the franchise has not been in existence for three years, the period of  
9 time during which the franchise has been in existence. “Gross profits” shall  
10 equal the revenue earned by the wholesale dealer on the sale of products  
11 pursuant to the franchise minus the cost of those products, including shipping  
12 and taxes.

13 (4) “Franchise” means an agreement governing a relationship between a  
14 wholesale dealer and a certificate of approval holder or manufacturer that was  
15 entered into on or after January 1, 2019 and has existed for at least one year  
16 and has one or more of the following characteristics:

17 (A) the wholesale dealer is granted the right to offer and sell the  
18 brands of malt beverages offered by the certificate of approval holder or  
19 manufacturer;

1           (B) the wholesale dealer, as an independent business, constitutes a  
2           component of a certificate of approval holder’s or manufacturer’s distribution  
3           system;

4           (C) the wholesale dealer’s business is substantially associated with  
5           the certificate of approval holder’s or manufacturer’s brand, advertising, or  
6           other commercial symbol designating the manufacturer;

7           (D) the wholesale dealer’s business is substantially reliant on the  
8           certificate of approval holder or manufacturer for the continued supply of malt  
9           beverages; or

10           (E) the certificate of approval holder or manufacturer has granted the  
11           wholesale dealer a license to use a trade name, trademark, service mark, or  
12           related characteristic, and there is a community of interest in the marketing of  
13           goods or services at wholesale, retail, by lease, or otherwise.

14           (5) “Manufacturer” means a manufacturer licensed pursuant to section  
15           271 of this title that produces a total annual volume of not more than 50,000  
16           barrels of malt beverages and whose products comprise three percent or less of  
17           a wholesale dealer’s total annual sales of malt beverages by volume.

18           (6) “Total annual sales” means the total volume of all malt beverages  
19           sold by a wholesale dealer in the last four completed calendar quarters. A  
20           wholesale dealer’s total annual sales of malt beverages shall include the  
21           worldwide, aggregate amount of all brands of malt beverages that were sold,

1 directly or indirectly, during the last four completed calendar quarters by the  
2 wholesaled dealer and any entity that controlled, was controlled by, or was  
3 under common control with the wholesale dealer.

4 (7) “Total annual volume” means:

5 (A) the amount of malt beverages manufactured worldwide during  
6 the last four completed calendar quarters, directly or indirectly, by or on behalf  
7 of:

8 (i) the certificate of approval holder or manufacturer;

9 (ii) any employee, director, or officer of a certificate of approval  
10 holder or manufacturer; or

11 (iii) an affiliate of the certificate of approval holder or  
12 manufacturer, regardless of whether the affiliation is corporate, or is by  
13 management, direction, or control; or

14 (B) the amount of malt beverages distributed worldwide during the  
15 last four completed calendar quarters directly or indirectly, by or on behalf of:

16 (i) the certificate of approval holder;

17 (ii) any employee, director, or officer of a certificate of approval  
18 holder; or

19 (iii) an affiliate of the certificate of approval holder, regardless of  
20 whether the affiliation is corporate, or is by management, direction, or control.

1        § 753. CANCELLATION OF FRANCHISE

2            (a) The terms of a written franchise between the certificate of approval  
3        holder or manufacturer and the wholesale dealer shall govern the right to  
4        cancel, terminate, refuse to continue, or to cause a wholesale dealer to  
5        relinquish a franchise.

6            (b) In the absence of a provision in a written franchise agreement to the  
7        contrary, or if the franchise between the parties is not in writing, the certificate  
8        of approval holder or manufacturer may cancel, terminate, refuse to continue,  
9        or cause the wholesale dealer to relinquish the franchise for good cause as  
10       provided pursuant to section 754 of this subchapter.

11           (c) In the absence of a provision in a written franchise agreement to the  
12       contrary, or if the franchise between the parties is not in writing, the certificate  
13       of approval holder or manufacturer may cancel, terminate, refuse to continue,  
14       or cause the wholesale dealer to relinquish the franchise for no cause as  
15       provided pursuant to section 755 of this subchapter.

16       § 754. CANCELLATION FOR GOOD CAUSE; NOTICE;

17            RECTIFICATION

18           (a)(1) Except as otherwise provided pursuant to section 753 of this  
19       subchapter and subsection (d) of this section, a certificate of approval holder or  
20       manufacturer that wishes to terminate or cancel a franchise for good cause



1 shall provide the franchisee with at least 120 days' written notice of the intent  
2 to terminate or cancel the franchise.

3 (2) The notice shall state the causes and reasons for the intended  
4 termination or cancellation.

5 (b) A franchisee shall have 120 days in which to rectify any claimed  
6 deficiency.

7 (c) The Superior Court, upon petition and after providing both parties with  
8 notice and opportunity for a hearing, shall determine whether good cause exists  
9 to allow termination or cancellation of the franchise.

10 (d) The notice provisions of subsection (a) of this section may be waived if  
11 the reason for termination or cancellation is insolvency, the occurrence of an  
12 assignment for the benefit of creditors, bankruptcy, or if the certificate of  
13 approval holder or manufacturer is able to prove to the court that providing the  
14 required notice would do irreparable harm to the marketing of its product.

15 § 755. CANCELLATION FOR NO CAUSE; NOTICE; COMPENSATION

16 Except as otherwise provided pursuant to section 753 of this subchapter, a  
17 certificate of approval holder or manufacturer that wishes to terminate or  
18 cancel a franchise for no cause shall:

19 (1) Provide the franchisee with written notice of the intent to cancel or  
20 terminate the franchise at least 30 days before the date on which the franchise  
21 shall terminate.

1           (2) On or before the date the franchise shall be canceled or terminated,  
2           pay, or have paid on its behalf by a designated wholesale dealer, compensation,  
3           as defined pursuant to section 752 of this subchapter, for the franchisee’s  
4           interest in the franchise. The compensation shall be the wholesale dealer’s sole  
5           and exclusive remedy for any termination or cancellation pursuant to this  
6           section.

7           § 756. SALE OR TRANSFER BY WHOLESALE DEALER

8           (a)(1) In the absence of a provision of the franchise to the contrary, or if the  
9           franchise between the parties is not in writing, a wholesale dealer wishing to  
10           sell or otherwise transfer its interests in a franchise shall give at least 90 days’  
11           written notice of the proposed sale or transfer to the certificate of approval  
12           holder or manufacturer.

13           (2) The notice of intended sale or transfer shall give the full name and  
14           address of the proposed transferee, along with full details outlining the  
15           qualifications of the proposed transferee which, in the opinion of the wholesale  
16           dealer, make the proposed transferee competent to operate the franchise.

17           (b) If the certificate of approval holder or manufacturer opposes the  
18           proposed sale or transfer to the proposed transferee, the certificate of approval  
19           holder or manufacturer may either:

20           (1) prevent the proposed sale or transfer from occurring by paying  
21           compensation for the wholesale dealer’s interest in the franchise in the same

1 manner as if the franchise were being terminated for no cause pursuant to  
2 section 755 of this subchapter; or

3 (2) not less than 60 days before the date of the proposed sale or transfer,  
4 file a petition with the Superior Court that clearly states the certificate of  
5 approval holder's or manufacturer's reasons for resisting the proposed sale or  
6 transfer.

7 (c)(1) Upon receipt of a petition pursuant to subdivision (b)(2) of this  
8 section, the Superior Court shall hold a hearing on the proposed transfer or  
9 sale. The court shall make a full inquiry into the qualifications of the proposed  
10 transferee and shall determine whether or not the proposed transferee is in a  
11 position to continue substantially the operations of the franchise, to assume the  
12 obligations of the franchise holder, and to conduct the business in a manner  
13 that will protect the legitimate interests of the certificate of approval holder or  
14 manufacturer.

15 (2) If the Superior Court finds the proposed transferee is qualified to  
16 operate the franchise, it shall approve the transfer of the franchise to the  
17 proposed transferee.

18 (d) The provisions of subsections (b) and (c) of this section shall not apply  
19 to the sale or transfer of a franchise to the spouse, child, grandchild, sibling,  
20 parent, foster child, child-in-law, sibling-in-law, niece, or nephew of the owner  
21 of the wholesale dealer.



1 manufacturer that ~~was entered into after January 1, 2019~~ and has existed for at  
2 least one year and has one or more of the following characteristics:

3 \* \* \*

4 Sec. 8. 7 V.S.A. § 753 is amended to read:

5 § 753. CANCELLATION OF FRANCHISE

6 (a) The terms of a ~~written~~ franchise between the certificate of approval  
7 holder or manufacturer and the wholesale dealer shall govern the right to  
8 cancel, terminate, refuse to continue, or to cause a wholesale dealer to  
9 relinquish a franchise.

10 (b) In the absence of a provision in a written franchise agreement to the  
11 contrary, ~~or if the franchise between the parties is not in writing~~, the certificate  
12 of approval holder or manufacturer may cancel, terminate, refuse to continue,  
13 or cause the wholesale dealer to relinquish the franchise for good cause as  
14 provided pursuant to section 754 of this subchapter.

15 (c) In the absence of a provision in a written franchise agreement to the  
16 contrary, ~~or if the franchise between the parties is not in writing~~, the certificate  
17 of approval holder or manufacturer may cancel, terminate, refuse to continue,  
18 or cause the wholesale dealer to relinquish the franchise for no cause as  
19 provided pursuant to section 755 of this subchapter.

1 Sec. 9. 7 V.S.A. § 756 is amended to read:

2 § 756. SALE OR TRANSFER BY WHOLESALE DEALER

3 (a)(1) In the absence of a provision of the franchise to the contrary, ~~or if the~~  
4 ~~franchise between the parties is not in writing,~~ a wholesale dealer wishing to  
5 sell or otherwise transfer its interests in a franchise shall give at least 90 days'  
6 written notice of the proposed sale or transfer to the certificate of approval  
7 holder or manufacturer.

8 \* \* \*

9 Sec. 10. 7 V.S.A. § 757 is amended to read:

10 § 757. MERGER OF FRANCHISOR

11 In the absence of a provision of the franchise to the contrary, ~~or if the~~  
12 ~~franchise between the parties is not in writing,~~ the merger of a certificate of  
13 approval holder or manufacturer with a third party shall not void the franchise  
14 unless good cause is shown pursuant to section 754 of this subchapter, or the  
15 franchise is terminated pursuant to section 755 of this subchapter.

16 Sec. 11. 7 V.S.A. § 758 is amended to read:

17 § 758. HEIRS, SUCCESSORS, AND ASSIGNS

18 In the absence of a provision of the franchise to the contrary, ~~or if the~~  
19 ~~franchise between the parties is not in writing,~~ the provisions of this subchapter  
20 shall apply to the heirs, successors, and assigns of any party to a franchise that  
21 is subject to this subchapter.

1       Sec. 12. TRANSITION TO WRITTEN CONTRACTS

2           (a) Franchise agreements that were entered into before January 1, 2019 and  
3           are not in writing shall transition to a written franchise agreement as provided  
4           pursuant to this subsection:

5           (1) A certificate of approval holder or manufacturer and a wholesale  
6           dealer who are parties to a franchise agreement that was entered into before  
7           January 1, 2019 and is not in writing shall negotiate a written franchise  
8           agreement to take effect on or before July 1, 2022.

9           (2) If the certificate of approval holder or manufacturer and the  
10          wholesale dealer are unable to reach agreement on the terms of a written  
11          franchise agreement on or before July 1, 2022 or if the parties mutually agree  
12          that the franchise shall not continue beyond that date, the franchise shall be  
13          deemed to terminate on July 1, 2022 and the certificate of approval holder or  
14          manufacturer shall pay the wholesale dealer compensation for its interest in the  
15          franchise in the same manner as if the franchise were terminated for no cause  
16          pursuant to 7 V.S.A. § 755.

17          (b) As used in this section:

18           (1) “Certificate of approval holder” has the same meaning as in 7 V.S.A.  
19           § 752.

20           (2) “Manufacturer” has the same meaning as in 7 V.S.A. § 752.

21           (3) “Wholesale dealer” has the same meaning as in 7 V.S.A. § 701.





1 certificate of approval holder or manufacturer and a wholesale dealer that are  
2 entered into on or after January 1, 2019.

3 Sec. 14. EFFECTIVE DATES

4 (a) This section and Secs. 1, 2, 3, 4, 5, 12, and 13 shall take effect on  
5 January 1, 2019.

6 (b) The remaining sections shall take effect on July 1, 2022.

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12 (Committee vote: \_\_\_\_\_)

13

\_\_\_\_\_

14

Senator \_\_\_\_\_

15

FOR THE COMMITTEE