



# AT THE BAR WITH BOWDITCH

A Legal Blog for the Craft Brewing Community

## Picture Perfect? NH Bill Allows for Sale of Beer With Minors on Label

BY ROBERT G. YOUNG • JULY 2, 2015

New Hampshire law previously barred alcohol advertisements that depict minors. However, Representative Keith Murphy, a Manchester bar owner/legislator (who, according to [this Washington Times article](#), wants to be able to serve Founders Breakfast Stout), proposed a bill that repealed the outright ban replaced it with a standard that would allow beer labels that depict minors unless the state's Liquor Commission determines that the label would be "reasonably likely to induce minors to drink."

While the Legislature originally passed it, Governor Maggie Hassan vetoed the bill, noting the perils of underage drinking and expressing concern that the bill would undercut the state's effort to combat underage drinking. However, both the House of Representatives and Senate voted to override the veto, and the bill has become law in New Hampshire. The patrons of Rep. Murphy's bar may have a few other menu options to consider during their next visit . . .