

Key Elements of Safe, Effective Hemp Beverage Regulations



A Quick Look at the Beverage Regulatory Parity Act (H.R. 10079)

Introduced by Reps. Van Duyne and Landsman, this bipartisan bill creates a federal regulatory framework for low-dose, intoxicating hemp-derived beverages modeled on the proven beverage alcohol system. H.R. 10079 establishes federal standards for testing, labeling, advertising and a national 21+ purchase age, bans synthetics and converted (semi-synthetic) cannabinoids; and requires U.S.-grown hemp. **Regulating hemp beverages like other adult beverages makes sense — and the hemp beverage industry supports this approach.**

Regulatory Safeguards	Current Alcohol Law	Current Hemp Law	H.R. 10079
Federal Regulatory Oversight			
TTB with FDA Consultation	✓	✗	✓
Public Health Safety			
21+ ID	✓	✗	✓
Label Approval	✓	✗	✓
Advertising Restrictions	✓	✗	✓
Product Testing Requirements	✓	✗	✓
Tax			
Federal Excise Tax Collected from Manufacturers	✓	✗	✓
Permitting			
Federal Permitting of Manufacturers and Wholesalers	✓	✗	✓
Protections Against Unfair Competition			
Restrictions on Consignment Sales, Slotting Fees and Other Things of Value	✓	✗	✓
State Authority			
Express Authority to States to Regulate	✓	✗	✓
Retailer Independence			
Limitations on Manufacturer/Wholesaler Financial Interests in a Retail Permittee	✓	✗	✓