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ABL Supports Bipartisan Beverage Regulatory Parity Act

Legislation would establish a responsible federal framework for hemp-derived beverages while preserving state regulatory authority

BETHESDA, MD – American Beverage Licensees (ABL) today announced its support for the bipartisan [Beverage Regulatory Parity Act](#), introduced by Representatives Beth Van Duyne (R-TX) and Greg Landsman (D-OH). The legislation would establish a federal regulatory framework for hemp-derived beverages modeled on many of the safeguards that have long supported the responsible manufacture, distribution, and sale of beverage alcohol.

“The Beverage Regulatory Parity Act is a thoughtful and serious approach to regulating hemp beverages in the United States,” **said John Bodnovich, Executive Director of American Beverage Licensees.**

“Licensed beverage retailers have been consistent in calling for a safe, well-regulated, and accountable marketplace for hemp beverages, just as they have supported the effective system of state-based alcohol regulation that promotes public safety and responsibility while meeting consumer needs.”

The bill recognizes that hemp-derived beverages are distinct from other intoxicating hemp products and require clear, enforceable rules tailored to the beverage marketplace. It would establish federal standards governing product safety, testing, labeling, packaging, licensing, taxation, and responsible trade practices while preserving the authority of states to determine whether and under what conditions these products may be sold within their borders.

“I’ve heard directly from people across North Texas who consume hemp-derived beverages, and businesses who sell them, that they need clarity, not a ban that pushes this market underground,” **said Rep. Van Duyne.** “The Beverage Regulatory Parity Act brings long-overdue certainty to the industry by regulating these beverages with the same proven structure that has successfully governed alcohol for decades. I am glad to introduce this bipartisan legislation alongside Rep. Greg Landsman, because American families and responsible businesses deserve structure and sensible regulations that protect children while allowing adults to choose beverages they prefer.”

“There are people all over Southwest Ohio who have invested significantly in these products, and they’ve done so safely,” **said Rep. Landsman.** “Now the federal government is telling them they can’t sell these products anymore. Our bill is bipartisan and very straightforward. It will keep people safe and let these folks stay in business.”

The legislation would also allow states to recognize the important role licensed beverage retailers can play in a responsible hemp beverage marketplace. These businesses already operate under extensive state and local oversight, verify customers’ ages, comply with product and supplier requirements, and maintain accountability to regulators and the communities they serve.

“This legislation draws on the proven principles of beverage alcohol regulation while respecting the authority of states to determine how these products should be treated in their individual markets,”

Bodnovich added. “We applaud Representatives Van Duyne and Landsman for their bipartisan leadership and their work to develop this important legislation.”

ABL believes that a durable federal framework for hemp-derived beverages should protect consumers, prevent youth access, prohibit synthetic intoxicating cannabinoids, establish meaningful product standards, promote fair competition, and maintain strong state oversight. The Beverage Regulatory Parity Act represents an important step toward establishing strong, enforceable rules for nonsynthetic hemp-derived beverages and offers Congress a responsible alternative to both an unregulated marketplace and outright prohibition.

[Link](#)

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American Beverage Licensees (ABL) is the national trade association representing America's independent beverage alcohol retailers. ABL's thousands of on-premise and off-premise licensee members are local, often family-owned businesses that serve as economic anchors in communities across the country. Direct beverage alcohol retail sales support more than 2.1 million jobs nationwide, while the industry's total economic impact exceeds \$544 billion annually and generates more than \$105.8 billion in federal, state and local business taxes. To learn more about ABL, visit www.ablusa.org.