

## Georgia Brunch Bill Toolkit

### **Talking Points:**

Senate Bill 17: Brunch Bill; would allow for municipalities to opt in to permit their restaurants to start serving alcohol at 10:30 a.m. on Sundays. This creates a level playing field with state-owned facilities such as the Georgia World Congress Center, Lake Lanier Islands, as well as the many other private country clubs in Georgia.

### **Background**

- Tennessee & North Carolina allow Sunday sales starting at 12 p.m.; Florida allows Sunday sales starting at 7a.m.
- South Carolina & Alabama allow local referendums to decide but state wide do not allow it. Some places that have passed a local referendum (i.e. Tuscaloosa) allow at noon.
- The GA Dome and LP Field (Tennessee Titans Stadium) are allowed to sell alcohol on Sundays at 10:30am and 10am, respectively.
- Greenwood Co., South Carolina passed a law to allow alcohol sales on Sunday and Sarasota passed a law to allow alcohol sales to start at 6am on Sunday.
- Lake Lanier Islands and other private clubs in Georgia are allowed to sell alcohol at 10:30 a.m. on Sundays.

### **Analysis**

- Passing a brunch bill would have a huge economic impact on the restaurant and the state of Georgia. More food and beverage sales = more tax revenue for the state of Georgia and more jobs.
- Each restaurant that can sell alcohol will generate an extra \$25,000 a year (extra \$480.77 on Sundays).
- There are about 4,000 restaurants in Georgia that could benefit which would mean a total of \$100 million extra in revenue and at 11% total taxes, \$11 million more in taxes.
- Infographic with these numbers can be found on the last page of the toolkit.

**\*Numbers were derived from a restaurant case study.**

### **History**

- The Brunch Bill, formerly known as HB 535, was introduced during the 2015 legislative session in the House of Representatives by State Representative Brett Harrell. You can read more about the bill [here](#).
- The Brunch Bill received strong support in the House of Representatives and was the fastest bill to make it through the legislative process this session; however was halted in the Senate Rules Committee during the 2016 legislative session and therefore wasn't allowed to be voted on the floor.
- In 2017, the brunch bill was reintroduced in the Senate as [SB 17](#), sponsored by Senator Renee Unterman, Senator Butch Miller, Senator Frank Ginn, Senator Jeff Mullis, Senator Brandon Beach, Senator Lester Jackson and other.

**Newsletter Examples:**

Are you tired of waiting around until 12:30 p.m. on Sundays to have a mimosa at brunch? It's time to change these outdated laws in Georgia! Support the #GABrunchBill, which would allow for the sale of alcohol starting at 10:30 a.m. at restaurants on Sundays.

<http://bit.ly/2iQJ5hL>

**OR**

We need your support of the #GABrunchBill. Let's allow alcohol sales to start at 10:30 a.m. at restaurants on Sundays. The more support we have, the better the chance we have to change the law. See how you can get involved>><http://bit.ly/2iQJ5hL>

**OR**

Let's #MakeBrunchBetter on Sundays in Georgia! Show your support of the #GABrunchBill which would allow alcohol sales to start at 10:30 a.m. at restaurants, instead of 12:30 p.m. The more people that get involved, the louder our voice will be heard during legislative session! <http://bit.ly/2iQJ5hL>

**Social Media:**



**Twitter**

**Best Practices**

- Tweet and post your support about the Georgia Brunch Bill by tagging the Georgia Restaurant Association at @GRAToday.
- Use the #GABrunchBill hashtag when showing your support.

**Sample Tweets**

- The consumption of alcoholic beverages at restaurants is not allowed until 12:30 p.m. on Sundays in Georgia. Let's change that! #GABrunchBill <http://bit.ly/2iQJ5hL>
- Tired of waiting until 12:30 p.m. on Sundays for a mimosa? Support the #GABrunchBill
- #Restaurants that can sell alcohol in Georgia will generate an extra \$25,000 a year from the #GABrunchBill. Cheers to that! <http://bit.ly/2iQJ5hL>
- Georgia would generate an additional \$11M in tax revenue from the #GABrunchBill. Support the bill! <http://bit.ly/2iQJ5hL>
- More food and beverage sales = more tax revenue for the state of Georgia and more jobs. Support the #GABrunchBill! <http://bit.ly/2iQJ5hL>
- #GABrunchBill = happy brunchers! Help make brunch better on Sundays in Georgia! <http://bit.ly/2iQJ5hL>
- The #GABrunchBill would create a fair business climate on Sunday a.m. between restaurants & state-owned facilities. <http://bit.ly/2iQJ5hL>



**Facebook**

**Sample Posts**

- ...because brunch without booze is like macaroni without cheese. Support the #GABrunchBill which would allow booze before 12:30 p.m. at restaurants on Sundays. <http://bit.ly/2iQJ5hL>

- Tired of waiting until 12:30 p.m. on Sundays for your first Bloody Mary? It's time to change these outdated laws in Georgia. Support the #GABrunchBill here>><http://bit.ly/2iQJ5hL>
- Do you want to start your Sunday Funday before 12:30 p.m. on Sunday? Find out how to support the #GABrunchBill which would allow restaurants in Georgia to serve alcohol starting at 10:30 a.m. Cheers to that! <http://bit.ly/2iQJ5hL>
- Have you ever wondered why you're able to order alcohol before 12:30 p.m. on Sundays at the Georgia Dome, the World Congress Center, and privately owned country clubs but you can't at restaurants? We wonder about that, too. Alcohol sales starting at 10:30 a.m. on Sundays would not only create more revenue for the state, but it would also create a level playing field among businesses. That's why I support the #GABrunchBill! <http://bit.ly/2iQJ5hL>
- Did you know that restaurants that serve brunch on Sundays could make about \$25,000 extra per year if they were able to serve alcohol starting at 10:30 a.m. instead of 12:30 p.m.? That's just one reason why the #GABrunchBill needs to pass. <http://bit.ly/2iQJ5hL>

**Infographic to Include on any Social Media Post:**



Passing the #GABrunchBill would have a huge economic impact on restaurants and the state of Georgia. More food and beverage sales = more tax revenue and more jobs.

<b>4,000</b>	<b>\$25,000</b>	<b>\$11,000,000</b>
RESTAURANTS THAT CAN BENEFIT	POTENTIAL EXTRA YEARLY REVENUE GENERATED PER RESTAURANT	EXTRA TAX REVENUE GENERATED FOR GEORGIA (AT AN 11% TAX RATE)

**Stay up-to-date on #GABrunchBill by following the GRA on Facebook and Twitter:**

**Facebook:** [www.facebook.com/GeorgiaRestaurantAssociation](http://www.facebook.com/GeorgiaRestaurantAssociation)

**Twitter:** [www.twitter.com/GRAToday](http://www.twitter.com/GRAToday)