



## Missouri House of Representatives

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### **Missouri House Passes Legislation to Enhance Age Verification Measures in Alcohol Sales**

**JEFFERSON CITY, Mo.** – The Missouri House of Representatives has taken a significant step towards improving age verification measures with the passage of HB 2599. Sponsored by State Representative Jeff Farnan, the bill introduces innovative provisions to modernize the process of confirming legal drinking age while ensuring robust safeguards for consumer privacy.

HB 2599 addresses the challenges associated with supplying intoxicating liquor to minors or visibly intoxicated individuals, refining existing laws to adapt to technological advancements. Under the bill's provisions, businesses will have the option to utilize secure identity verification systems, employing electronic scans to determine the legal drinking age of purchasers. This innovative approach aims to streamline age verification processes while maintaining stringent standards for compliance.

Upon the successful passage of HB 2599, Representative Jeff Farnan expressed his confidence in the bill's ability to enhance both efficiency and accountability in alcohol sales. He remarked, "This legislation represents a proactive step towards modernizing our approach to age verification in alcohol sales. By harnessing the power of secure identity verification systems, we can ensure responsible alcohol distribution while minimizing operational burdens for businesses."

"This legislation reflects our commitment to promoting innovation in regulatory frameworks while safeguarding consumer rights," House Speaker Dean Plocher, R-Des Peres, said. "By empowering businesses with the option to implement secure identity verification systems, we are providing more tools for small businesses to ensure they do not sell alcohol to minors."

The passage of HB 2599 marks a pivotal moment in Missouri's efforts to modernize alcohol regulations, paving the way for greater efficiency and accountability in age verification processes. With bipartisan support and a commitment to promoting responsible alcohol distribution, Missouri continues to lead the way in adapting to evolving consumer needs and technological advancements.

*Representative Jeff Farnan, a Republican, represents Atchison, Gentry, Holt and Nodaway counties (District 1) in the Missouri House of Representatives. He was elected to his first two-year term in November 2022. For more information, please contact Rep. Farnan's office at 573-751-9465 or by email at [Jeff.Farnan@House.Mo.Gov](mailto:Jeff.Farnan@House.Mo.Gov).*

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