

HB 1790 -- LIQUOR PRICING ADVERTISEMENTS

SPONSOR: Gosen

This bill prohibits the Division of Alcohol and Tobacco Control or any other state agency from prohibiting the advertising of price discounts or sales on alcoholic beverages offered for retail sale provided that the retailer is responsible for assuming the cost of the sale or price discount excluding any manufacturer incentives, rebates, or coupons.

The supervisor of liquor control may consider the implications of the First Amendment of the Constitution of the United States and any other constitutional requirements when deciding whether to promulgate any new regulations not specifically required by general law and when considering the repeal or modification of existing regulations as allowed by general law.