

SECOND REGULAR SESSION

HOUSE BILL NO. 1810

98TH GENERAL ASSEMBLY

INTRODUCED BY REPRESENTATIVE GOSEN.

5191H.011

D. ADAM CRUMBLISS, Chief Clerk

AN ACT

To amend chapter 311, RSMo, by adding thereto one new section relating to the advertisement of alcohol prices.

Be it enacted by the General Assembly of the state of Missouri, as follows:

Section A. Chapter 311, RSMo, is amended by adding thereto one new section, to be
2 known as section 311.067, to read as follows:

3 **311.067. 1. Notwithstanding any other provisions of law or rule to the contrary,**
4 **any advertising provided or paid for by any retailer offering any sale or price discount for**
5 **any intoxicating liquor sold or provided at retail in the original package for consumption**
6 **off the premises is hereby permitted so long as the retailer is responsible for assuming the**
7 **cost of the sale or price discount and no advertisement states that the retail price is below**
8 **the retailer's cost.**

9 **2. The supervisor of the division of alcohol and tobacco control within the Missouri**
10 **department of public safety may consider the implications of the First and Twenty-First**
11 **Amendments of the Constitution of the United States and any other constitutional**
12 **requirements if deciding whether to promulgate any new regulations not specifically**
13 **required by general law and if considering the repeal or modification of existing**
14 **regulations as allowed by general law.**

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EXPLANATION — Matter enclosed in bold-faced brackets [thus] in the above bill is not enacted and is intended to be omitted from the law. Matter in **bold-face** type in the above bill is proposed language.