

House _____ Amendment NO. _____

Offered By

1 AMEND House Committee Substitute for House Bill No. 1653, Page 2, Section 311.355, Line 24,
2 by deleting "11 CSR 70-2.240(5)(I)" and inserting in lieu thereof "subsection 6 of this section"; and

3
4 Further amend said bill, page, and section, Lines 34-39, by removing all of said lines and inserting
5 in lieu thereof the following:

6
7 "5. The retailer shall assume the cost of the sale or discounted price permitted under
8 subsection 4 of this section. No manufacturer shall directly or indirectly fund the cost of any cash
9 rebate coupon program or loyalty program allowed under this subsection.

10 6. No advertisement of intoxicating liquor or nonintoxicating beer authorized under
11 subsection 4 of this section shall contain a price that is below the retailer's actual cost, including any
12 combination of coupons, premiums, prizes, rebates, loyalty programs, or other discounts."; and

13
14 Further amend said bill by amending the title, enacting clause, and intersectional references
15 accordingly.

Action Taken _____ Date _____