

HB 1653 -- RELATING TO INTOXICATING LIQUOR

SPONSOR: Cornejo

This bill changes the law to allow manufacturers of beer and wine to offer consumer cash rebate coupons. Currently, only manufacturers of intoxicating liquor other than beer or wine can offer such coupons. The bill specifies that a wholesaler cannot directly or indirectly fund the cost of any cash rebate coupon provided by manufacturers of intoxicating liquor, beer, or wine. The bill also authorizes retailers of intoxicating liquor or beer to offer and advertise coupons, premiums, prizes, rebates, and other promotional programs of any type to consumers as an inducement to purchase alcoholic or nonalcoholic merchandise, so long as no advertisement for intoxicating liquor or beer contains a price that is below the retailer's actual cost. The retailer must also assume the cost of the sale or discounted price. Retailers who offer a loyalty program for nonalcoholic merchandise or intoxicating liquor purchases must include all nonalcoholic merchandise or intoxicating liquors in the loyalty program and the rewards must be applied at the same rate for all nonalcoholic merchandise or intoxicating liquor purchases. The bill allows retailers to purchase, publish, or display advertisements of intoxicating liquors that list the amount of the rebate or discount and the retail price after the rebate or discount.

This bill is similar to HB 433 (2017).