

HCS HB 1653 -- INTOXICATING LIQUOR (Cornejo)

COMMITTEE OF ORIGIN: Standing Committee on General Laws

This bill specifies that a wholesaler cannot directly or indirectly fund the cost of any cash rebate coupon provided by manufacturers of intoxicating liquor. The bill also authorizes retailers of intoxicating liquor to offer and advertise coupons, premiums, prizes, rebates, and other promotional programs of any type to consumers as an inducement to purchase alcohol, so long as no advertisement for intoxicating liquor contains a price that is below the retailer's actual cost. The retailer must assume the cost of the sale or discounted price. Retailers who offer a loyalty program for intoxicating liquor purchases must include all intoxicating liquors in the loyalty program and the rewards must be applied at the same rate for all 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).