

FIRST REGULAR SESSION

HOUSE BILL NO. 833

96TH GENERAL ASSEMBLY

INTRODUCED BY REPRESENTATIVES FUNDERBURK (Sponsor),
GOSEN AND HIGDON (Co-sponsors).

1981L.011

D. ADAM CRUMBLISS, Chief Clerk

AN ACT

To amend chapter 311, RSMo, by adding thereto one new section relating to the advertising of alcoholic beverages.

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 known as section 311.069, to read as follows:

- 311.069. Notwithstanding any other provisions, either statutory or regulatory, statements offering any coupon, premium, prize, rebate, sales price, or discount for an alcoholic beverage shall be legal in all forms of advertising provided that no final retail price shall be below wholesale cost. For purposes of this section, "wholesale cost" is defined as the total wholesale price paid by the retailer of the alcoholic beverage contained in either of the following:**
- (1) A prepackaged unit consisting of containers of an alcoholic beverage;**
 - (2) Any portion of a packaged unit;**
 - (3) Any single container of an alcoholic beverage;**
 - (4) Any bulk containers of an alcoholic beverage; or**
 - (5) Any portion thereof.**

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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.