

House _____ Amendment NO. _____

Offered By

- 1 AMEND Senate Substitute for Senate Committee Substitute for Senate Bill No. 114, Page 2, Section
2 311.055, Line 16, by inserting after all of said section and line, the following:
3
4 "311.069. Notwithstanding any other provisions, either statutory or regulatory, advertising
5 statements paid for by a retail business offering any sale or price discount for an alcoholic beverage
6 sold at retail shall be legal in all forms of advertising provided that the retailer is responsible for
7 assuming the cost of the sale or price discount excluding any manufacturer incentives, rebates, or
8 coupons."; and
9
10 Further amend said bill by amending the title, enacting clause, and intersectional references
11 accordingly.

Action Taken _____ Date _____