

FIRST REGULAR SESSION

HOUSE BILL NO. 165

98TH GENERAL ASSEMBLY

INTRODUCED BY REPRESENTATIVE GOSEN.

0311H.011

D. ADAM CRUMBLISS, Chief Clerk

AN ACT

To amend chapter 311, RSMo, by adding thereto one new section relating to the advertisement of alcohol prices.

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
2 known as section 311.067, to read as follows:

311.067. 1. **Notwithstanding the provisions of section 311.660 or any other
2 provision of law to the contrary, neither the division of alcohol and tobacco control within
3 the Missouri department of public safety nor any other state agency shall prohibit the
4 advertising of price discounts or sales on alcoholic beverages offered for retail sale
5 provided that the retailer is responsible for assuming the cost of the sale or price discount
6 excluding any manufacturer incentives, rebates, or coupons.**

7 2. **The supervisor of liquor control may consider the implications of the First
8 Amendment of the Constitution of the United States and any other constitutional
9 requirements if deciding whether to promulgate any new regulations not specifically
10 required by general law and if considering the repeal or modification of existing
11 regulations as allowed by general law.**

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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.