

House _____ Amendment NO. _____

Offered By

1 AMEND House Committee Substitute for House Bill No. 115, Page 2, Section 311.179, Line 23, by
2 inserting immediately after all of said section and line the following:

3
4 "311.355. 1. Manufacturers of intoxicating liquor [~~other than beer or wine~~] shall be
5 permitted to offer consumer cash rebate coupons as provided in this subsection:

6 (1) Consumer cash rebate coupons may be published or advertised by manufacturers in
7 newspapers, magazines and other mass media;

8 (2) Coupon advertisements may list the amount of the cash rebate, but not the retail price of
9 the intoxicating liquor after the rebate;

10 (3) Applications for cash rebates must be made directly from the consumer to the
11 manufacturer, and not through retailers or wholesalers;

12 (4) Cash rebates must be made directly to consumers by manufacturers;

13 (5) Wholesalers and manufacturers may deliver cash rebate coupons to retailers, either for
14 distribution at the point of sale or in connection with packaging.

15 2. Manufacturers of intoxicating liquor including beer and wine may offer coupons
16 redeemable for nonalcoholic merchandise, except that such redeemable coupons must be made
17 available without a purchase requirement to consumers at the point of sale, or by request through the
18 mail, or at the retailer's cash register. Redeemable coupons may be published or advertised by
19 manufacturers in newspapers, magazines and other mass media. Advertisements must state that no
20 purchase is required to obtain the nonalcoholic merchandise and provide information on the
21 procedure to obtain such merchandise. The retail value of the nonalcoholic merchandise shall not
22 be stated in the advertisement or on the product. Wholesalers and manufacturers may deliver these
23 redeemable coupons at the point of sale or in connection with packaging.

24 3. A wholesaler shall not directly or indirectly fund the cost of any cash rebate coupon
25 program allowed under this section."; and

26
27 Further amend said bill by amending the title, enacting clause, and intersectional references
28 accordingly.

Action Taken _____ Date _____