

SENATE BILL NO. 515

103RD GENERAL ASSEMBLY

INTRODUCED BY SENATOR BROWN (26).

1840S.01I

KRISTINA MARTIN, Secretary

AN ACT

To repeal section 311.355, RSMo, and to enact in lieu thereof one new section relating to rebate coupons from manufacturers of intoxicating liquor.

Be it enacted by the General Assembly of the State of Missouri, as follows:

Section A. Section 311.355, RSMo, is repealed and one new
2 section enacted in lieu thereof, to be known as section 311.355,
3 to read as follows:

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

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

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

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

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

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

EXPLANATION-Matter enclosed in bold-faced brackets [thus] in this bill is not enacted and is intended to be omitted in the law.

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

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