

SECOND REGULAR SESSION

# HOUSE BILL NO. 1735

## 93RD GENERAL ASSEMBLY

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INTRODUCED BY REPRESENTATIVES KRATKY (Sponsor), HENKE, SKAGGS, BROWN (50),  
DARROUGH AND RICHARD (Co-sponsors).

Read 1st time February 9, 2006 and copies ordered printed.

STEPHEN S. DAVIS, Chief Clerk

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### AN ACT

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

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Section A. Section 311.355, RSMo, is repealed and one new section enacted in lieu  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

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

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

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

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

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

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

12 2.] Manufacturers of intoxicating liquor including beer and wine may offer coupons  
13 redeemable for nonalcoholic merchandise, except that such redeemable coupons must be made  
14 available without a purchase requirement to consumers at the point of sale, or by request through

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.

15 the mail, or at the retailer's cash register. Redeemable coupons may be published or advertised  
16 by manufacturers in newspapers, magazines and other mass media. Advertisements must state  
17 that no purchase is required to obtain the nonalcoholic merchandise and provide information on  
18 the procedure to obtain such merchandise. The retail value of the nonalcoholic merchandise  
19 shall not be stated in the advertisement or on the product. Wholesalers and manufacturers may  
20 deliver these redeemable coupons at the point of sale or in connection with packaging.

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