

SECOND REGULAR SESSION

# HOUSE BILL NO. 2598

98TH GENERAL ASSEMBLY

---

INTRODUCED BY REPRESENTATIVE SHAUL.

6580H.011

D. ADAM CRUMBLISS, Chief Clerk

---

## AN ACT

To amend chapter 311, RSMo, by adding thereto one new section relating to the advertising of intoxicating liquor.

---

*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:

- 3 **311.067. 1. Notwithstanding any other provisions of law or rule to the contrary,**  
4 **any advertising provided or paid for by any retailer offering any sale or price discount for**  
5 **any intoxicating liquor sold or provided at retail in the original package for consumption**  
6 **off the premises or sold or provided at retail per drink for consumption on or off the**  
7 **premises is hereby permitted, so long as the retailer is responsible for assuming the cost of**  
8 **the sale or price discount and no advertised retail price is below the retailer's cost.**
- 9 **2. The supervisor of the division of alcohol and tobacco control within the Missouri**  
10 **department of public safety may consider the implications of the First and Twenty-First**  
11 **Amendments of the Constitution of the United States and any other constitutional**  
12 **requirements if deciding whether to promulgate any new regulations not specifically**  
**required by general law and if considering the repeal or modification of existing**  
**regulations as allowed by general law.**

✓

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.