

HB 2598 -- DISCOUNT ALCOHOL PRICE ADVERTISING

SPONSOR: Shaul

This bill allows retailers to advertise the price of alcohol so long as no advertised price is below the retailer's cost, and the retailer assumes the cost of the advertising. The supervisor of the Division of Alcohol and Tobacco Control within the Department of Public Safety may consider federal constitutional law when deciding how and whether to promulgate discretionary rules not specifically required by state law.

This bill is similar to SCS HB 279 (2015) and HB 2208 (2016).