

House \_\_\_\_\_ Amendment NO. \_\_\_\_\_

Offered By

1 AMEND House Committee Substitute for Senate Committee Substitute for Senate Bill No. 139,  
2 Page 6, Section 208.798, Line 2, by inserting immediately after all of said section and line the  
3 following:  
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5 "311.355. 1. Manufacturers of intoxicating liquor [~~other than beer or wine~~] shall be  
6 permitted to offer consumer cash rebate coupons as provided in this subsection:

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

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

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

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

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

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

25 3. A wholesaler shall not directly or indirectly fund the cost of any cash rebate coupon  
26 program allowed under this section."; and  
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28 Further amend said bill by amending the title, enacting clause, and intersectional references  
29 accordingly.

Action Taken \_\_\_\_\_ Date \_\_\_\_\_