

HCS HB 964 -- REBATE COUPONS FROM MANUFACTURERS OF INTOXICATING LIQUOR

SPONSOR: Murphy

COMMITTEE ACTION: Voted "Do Pass with HCS" by the Standing Committee on General Laws by a vote of 9 to 0.

The following is a summary of the House Committee Substitute for HB 964.

Currently, manufacturers of intoxicating liquor, other than beer or wine, are permitted to offer consumer cash rebate coupons.

This bill repeals the provisions that prohibits manufacturers of wine to offer such rebates.

This bill is the same as SB 515 (2025).

The following is a summary of the public testimony from the committee hearing. The testimony was based on the introduced version of the bill.

PROPONENTS: Supporters say that purchasers of certain alcohol products miss out on discounts that other consumers enjoy. Such rebates should be allowed on purchases of beer. This will ultimately level the economic playing field for this market.

Testifying in person for the bill were Representative Murphy; Brent Evans, Dierberg Markets; Southern Glazer's Wine and Spirits LLC ; Arnie Dienoff.

OPPONENTS: There was no opposition voiced to the committee.

Written testimony has been submitted for this bill. The full written testimony and witnesses testifying online can be found under Testimony on the bill page on the House website.