

MAINE STATE LEGISLATURE

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117th MAINE LEGISLATURE

SECOND REGULAR SESSION-1995

Legislative Document

No. 1632

S.P. 624

In Senate, December 26, 1995

An Act Relating to the Sale of Alcoholic Beverages.

Approved for introduction by a majority of the Legislative Council pursuant to Joint Rule 26.
Received by the Secretary of the Senate on December 21, 1995. Referred to the Committee
on Legal and Veterans Affairs and ordered printed pursuant to Joint Rule 14.

A handwritten signature in cursive script that reads "May M. Ross".

MAY M. ROSS
Secretary of the Senate

Presented by Senator FERGUSON of Oxford.
Cosponsored by Representative NADEAU of Saco.

2 **Be it enacted by the People of the State of Maine as follows:**

4 **Sec. 1. 28-A MRSA §708, sub-§1**, as repealed and replaced by PL 1987, c. 342, §44, is amended to read:

6 **1. Certificate of approval holders.** ~~No~~ A certificate of approval holder may not offer to wholesale licensees any special discounts, volume discounts, ~~depletion allowances~~ or other reduced prices or discounts, except bona fide price reductions under section 1408 offered to all wholesale licensees. A certificate of approval holder may offer depletion allowances to wholesale licensees. ~~No~~ A certificate of approval holder may not offer any free merchandise, rebate or gift contingent on the purchase of malt liquor or wine.

16 **Sec. 2. 28-A MRSA §708-A** is enacted to read:

18 **§708-A. In-pack sweepstakes, contests and games**

20 Notwithstanding any provision of law to the contrary, a certificate of approval holder, wholesale licensee or retail licensee may offer sweepstakes, games and contests inside packages of alcoholic beverages.

26 **STATEMENT OF FACT**

28 This bill allows brewers to reimburse wholesalers, when price promotions occur, on the basis of the sales actually made rather than the current practice of reimbursing the wholesaler based on the amount shipped. The bill also allows brewers, wholesalers and retailers to offer sales promotions utilizing in-pack games and contests.