

MAINE STATE LEGISLATURE

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118th MAINE LEGISLATURE

FIRST REGULAR SESSION-1997

Legislative Document

No. 484

S.P. 155

In Senate, January 28, 1997

An Act Relating to Alcohol Beverage Price Promotions and Price Posting.

Reference to the Committee on Legal and Veterans Affairs suggested and ordered printed.

A handwritten signature in cursive script that reads "Joy J. O'Brien".

JOY J. O'BRIEN
Secretary of the Senate

Presented by Senator FERGUSON of Oxford.
Cosponsored by Senator CAREY of Kennebec, Representative: BOUFFARD of Lewiston.

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

Sec. 1. 28-A MRSA §1408, sub-§1, as enacted by PL 1987, c. 45, Pt. A, §4, is amended to read:

1. Posting by certificate of approval holders and bottlers. Certificate of approval holders and all licensed bottlers must post with the bureau the F.O.B. shipping point prices for which they are selling malt liquor or wine to wholesale licensees. This subsection does not prohibit a certificate of approval holder or licensed bottler from posting a discounted price that is dependent upon the wholesale licensee choosing to participate in a price promotion offered by the certificate of approval holder. This subsection does not require a certificate of approval holder or licensed bottler to post uniform prices or uniform discounts, nor to discount the same brands or packages, to all wholesalers in the State.

Sec. 2. 28-A MRSA §1459, as enacted by PL 1987, c. 45, Pt. A, §4, is amended to read:

§1459. Price of product

No A certificate of approval holder, whether by means of a term or condition of an agreement or otherwise, may not fix or maintain the price at which the wholesale licensee sells any product as long as the posting of a discounted price pursuant to section 1408, subsection 1 is not prohibited by this section.

SUMMARY

This bill clarifies that certificate of approval holders may offer discounted prices to wholesalers who choose to participate in the certificate of approval holder's price promotion and may post prices with the Bureau of Alcoholic Beverages and Lottery Operations accordingly.