

MAINE STATE LEGISLATURE

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121st MAINE LEGISLATURE

FIRST REGULAR SESSION-2003

Legislative Document

No. 381

H.P. 301

House of Representatives, January 30, 2003

An Act To Clarify How Consumers Acquire Information about In-pack Sweepstakes, Contests and Games

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

Millicent M. MacFarland
MILLICENT M. MacFARLAND
Clerk

Presented by Representative HOTHAM of Dixfield.
Cosponsored by Representatives: BROWN of South Berwick, LANDRY of Sanford.

1
2 **Be it enacted by the People of the State of Maine as follows:**

3 **Sec. 1. 28-A MRSA §708-A**, as enacted by PL 1995, c. 582, §2,
4 is amended to read:

5 **§708-A. In-pack sweepstakes, contests and games**

6
7 Notwithstanding any provision of law to the contrary, a
8 certificate of approval holder, wholesale licensee or retail
9 licensee may offer sweepstakes, games and contests inside
10 packages of alcoholic beverages, if that offer is not contingent
11 on the purchase of an alcoholic beverage. Information about
12 access to participate in sweepstakes, contests or a games may be
13 provided by a sign in the retail outlet or a notice on the
14 primary or secondary packaging of the brand offering the
15 sweepstakes, game or contest.
16

17
18 **SUMMARY**

19
20 This bill clarifies the requirements for how a consumer
21 acquires information about a sweepstakes, game or contest offered
22 by a certificate of approval holder, wholesale licensee or retail
23 licensee of alcoholic beverages. The information must be
24 provided by a sign at the retail outlet or a notice on the
25 primary or secondary packaging of the brand offering the
26 promotion.