

# MAINE STATE LEGISLATURE

The following document is provided by the  
**LAW AND LEGISLATIVE DIGITAL LIBRARY**  
at the Maine State Law and Legislative Reference Library  
<http://legislature.maine.gov/lawlib>



Reproduced from scanned originals with text recognition applied  
(searchable text may contain some errors and/or omissions)

DATE: 2/27/6

(Filing No. H- 776)

LEGAL AND VETERANS AFFAIRS

Reproduced and distributed under the direction of the Clerk of the House.

STATE OF MAINE
HOUSE OF REPRESENTATIVES
122ND LEGISLATURE
SECOND REGULAR SESSION

COMMITTEE AMENDMENT "A" to H.P. 1270, L.D. 1830, Bill, "An Act To Clarify Provisions of the Alcoholic Beverage Laws Regarding Promotions"

Amend the bill by striking out the title and substituting the following:

'An Act Regarding Promotional Materials and Mail-in Rebates for Spirits'

Further amend the bill by striking out everything after the enacting clause and before the summary and inserting in its place the following:

'Sec. 1. 28-A MRSA §708, sub-§5, as enacted by PL 1993, c. 615, §4, is amended to read:

5. Combination packages. Notwithstanding subsection 3, agency liquor store licensees may offer for sale any package or combination of packages of spirits that the commission has approved for sale in state-liquor-stores this State.

Sec. 2. 28-A MRSA §708, sub-§6 is enacted to read:

6. Marketing promotions. Upon approval by the commission, promotional materials, including mail-in rebates, designed to encourage a consumer to purchase a spirits product to be attached to or displayed near the spirits product where it is offered for sale for off-premises consumption may be offered by those whose spirits products are listed by the commission. Mail-in rebates approved by the commission must be redeemed by the manufacturer and not by the retail licensee and may not exceed the purchase price of the spirits product.'

2

### SUMMARY

4

6 This amendment changes the title and replaces the bill. It  
removes a reference to state liquor stores with regard to  
8 combination packages of spirits approved by the State Liquor and  
Lottery Commission for sale in the State. The amendment also  
10 provides that promotional materials, including mail-in rebates,  
designed to encourage consumer purchase of spirits, upon approval  
by the commission, may be offered by those whose spirits are  
12 listed by the commission. The amendment specifies that mail-in  
rebates for spirits must be redeemed by the manufacturer and may  
14 not exceed the purchase price of the spirits product.