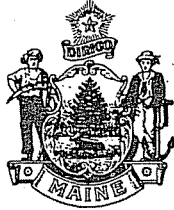


# MAINE STATE LEGISLATURE

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# 124th MAINE LEGISLATURE

## SECOND REGULAR SESSION-2010

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Legislative Document

No. 1630

H.P. 1158

House of Representatives, December 23, 2009

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**An Act To Clarify the Laws Governing Instant Redeemable  
Coupons Included with a Spirits Product**

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Approved for introduction by a majority of the Legislative Council pursuant to Joint Rule 203.

Received by the Clerk of the House on December 21, 2009. Referred to the Committee on Legal and Veterans Affairs pursuant to Joint Rule 308.2 and ordered printed pursuant to Joint Rule 401.

*Millicent M. MacFarland*  
MILLICENT M. MacFARLAND  
Clerk

Presented by Representative FITTS of Pittsfield.

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

2 **Sec. 1. 28-A MRSA §708, sub-§7**, as enacted by PL 2009, c. 145, §1, is amended  
3 to read:

4 **7. Instant marketing promotions.** A manufacturer or supplier of spirits listed for  
5 sale by the commission may offer monetary rebates in the form of instant redeemable  
6 coupons attached to the spirits product as approved by the commission in accordance  
7 with conditions or rules established by the commission. Agency store licensees may  
8 redeem the coupons only upon proof of purchase and in accordance with the terms listed  
9 on the coupon. Instant redeemable coupons included with a spirits product must be  
10 inserted in the package by the manufacturer or attached to the package by the  
11 manufacturer, manufacturer's agent or manufacturer's sales representative. Instant  
12 redeemable coupons attached to spirits sold to on-premise retail licensees by reselling  
13 agents are for the benefit of the on-premise retail licensee.

14 **SUMMARY**

15 This bill clarifies that instant redeemable coupons included with a spirits product may  
16 be attached to the product by an agent of the manufacturer or the manufacturer's sales  
17 representative. Current law allows only the manufacturer to attach the coupons.