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

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

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

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

### **SUMMARY**

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