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AN ACT

RELATING TO ALCOHOLIC BEVERAGES; PROHIBITING THE USE OF
SCANBACKS AND INSTANTLY REDEEMABLE COUPONS WITH THE SALE OF
ALCOHOLIC MALT BEVERAGES.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF NEW MEXICO:

SECTION 1. A new section of the Liquor Control Act is
enacted to read:

"REDEEMABLE COUPONS PROHIBITED.--

A. A nonretail licensee shall not offer, fund,
produce, sponsor, promote, furnish or redeem any type of
coupon or scanback.

B. For purposes of this section:

(1) "coupon" means an instantly redeemable
coupon issued to a retailer by a manufacturer, importer or
wholesaler allowing a specified amount of money to be
deducted from the normal price of the particular alcoholic
malt beverage product purchased at retail by a consumer
during a promotional period;

(2) "licensee" means a person issued a
license pursuant to the Liquor Control Act;

(3) "nonretail licensee" means a
manufacturer, importer or wholesaler licensee; and

(4) "scanback" means a reimbursement payment
made to a retailer by a manufacturer, importer or wholesaler

1 based on how many units of the particular alcoholic malt
2 beverage products were sold during a promotional period."

3 SECTION 2. EFFECTIVE DATE.--The effective date of the
4 provisions of this act is July 1, 2018._____

HB 258
Page 2

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