

1 AN ACT
2 RELATING TO LIQUOR CONTROL; SPECIFYING UNLAWFUL INDUCEMENTS
3 FOR CERTAIN LICENSEES.
4

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

6 SECTION 1. A new section of the Liquor Control Act,
7 Section 60-8A-1.1 NMSA 1978, is enacted to read:

8 "60-8A-1.1. UNLAWFUL INDUCEMENTS.--

9 A. No retailer licensee, restaurant licensee, club
10 licensee, governmental licensee or licensee that dispenses
11 any kind or class of alcoholic beverage shall directly or
12 indirectly, or through an affiliate, give or permit to be
13 given money or any other thing of substantial value in any
14 effort to induce any person to persuade or influence any
15 other person to purchase, or contract for the purchase of,
16 any particular brand or kind of alcoholic beverages, or to
17 persuade or influence any person to refrain from purchasing,
18 or refrain from contracting for the purchase of, any
19 particular brand or kind of alcoholic beverages.

20 B. No retailer licensee, restaurant licensee, club
21 licensee, governmental licensee or licensee that dispenses
22 any kind or class of alcoholic beverage shall directly or
23 indirectly, or through an affiliate, receive or otherwise
24 accept an inducement prohibited pursuant to Subsection A of
25 this section."

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SECTION 2. EFFECTIVE DATE.--The effective date of the provisions of this act is July 1, 2021. _____