

1 HOUSE BILL 303

2 **55TH LEGISLATURE - STATE OF NEW MEXICO - FIRST SESSION, 2021**

3 INTRODUCED BY

4 Zachary J. Cook

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9  
10 AN ACT

11 RELATING TO LIQUOR CONTROL; SPECIFYING UNLAWFUL INDUCEMENTS FOR  
12 CERTAIN LICENSEES.

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

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

17 "60-8A-1.1. [NEW MATERIAL] UNLAWFUL INDUCEMENTS.--

18 A. No retailer licensee, restaurant licensee, club  
19 licensee, governmental licensee or licensee that dispenses any  
20 kind or class of alcoholic beverage shall directly or  
21 indirectly, or through an affiliate, give or permit to be given  
22 money or any other thing of substantial value in any effort to  
23 induce any person to persuade or influence any other person to  
24 purchase, or contract for the purchase of, any particular brand  
25 or kind of alcoholic beverages, or to persuade or influence any

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1 person to refrain from purchasing, or refrain from contracting  
2 for the purchase of, any particular brand or kind of alcoholic  
3 beverages.

4 B. No retailer licensee, restaurant licensee, club  
5 licensee, governmental licensee or licensee that dispenses any  
6 kind or class of alcoholic beverage shall directly or  
7 indirectly, or through an affiliate, receive or otherwise  
8 accept an inducement prohibited pursuant to Subsection A of  
9 this section."

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