The original instrument and the following digest, which constitutes no part of the legislative instrument, were prepared by Jerry J. Guillot.

DIGEST

SCR 31 Original 2021 Regular Session Henry

Directs the Department of Revenue, office of alcohol and tobacco control, to:

(1) Change the exception to the rule regarding the prohibition of certain unfair business practices as it relates to marketing and sale of alcoholic beverages in La. to include refrigerated coolers which serve only as a temperature-controlled product display for spirituous liquor and which have a reasonable open market price of less than $155 and which bear advertising of a spirituous liquor product that is conspicuous, substantial, and permanently inscribed or securely affixed.

(2) Provide that the refrigerated coolers may be given, loaned, or sold to retailers at a price no less than the cost to the provider.

(3) Describe product displays that may be furnished by an industry member to a retailer to include refrigerated coolers.

Directs the commissioner of the ATC to allow refrigerated coolers along with other equipment and displays on the effective date of this Resolution.