The original instrument was prepared by Jerry J. Guillot. The following digest, which does not constitute a part of the legislative instrument, was prepared by Alan Miller.

DIGEST

SCR 31 Engrossed 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 a retailer by a manufacturer at a price no less than the cost to the manufacturer.

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

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

Summary of Amendments Adopted by Senate

Committee Amendments Proposed by Senate Committee on Judiciary B to the original bill

1. Clarifies that exception for coolers is limited to coolers from alcohol beverage manufacturers.