

1 §317. Regulation IX—Prohibition of Certain Unfair Business Practices

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3 C. Marketing and Sale of Alcoholic Beverages in Louisiana

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5 2. Exceptions

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7 1. Coupons and Rebates: Malt Beverages of Not More than or More than 6
8 Percent Alcohol by Volume. Except as otherwise provided by law, coupon and
9 rebate offers, promotions₂ or marketing campaigns of malt beverages of not more
10 than or more than 6 percent alcohol by volume are allowed with the following
11 restrictions.

12 i. ~~Instantly Redeemable Coupons (IRCs) shall be prohibited. Coupons and~~
13 ~~rebates shall only be redeemable by mail.~~

14 ii. When marketing more than one product, "cross-merchandising" or
15 "cross-promotion", mail-in rebates ("MIRs") shall only be redeemable upon the
16 providing of proof of purchase of all products involved in the coupon or rebate
17 marketing, "cross-merchandising" or "cross-promotion" offer.

18 iii. ii. Coupon and rebate values shall be equal to or less than the following:

- 19 (a). packages containing no less than 6 and no more than 11 single units, \$1;
- 20 (b). packages containing no less that 12 and no more than 17 single units, \$2;
- 21 (c). packages containing no less that 18 and no more than 23 single units, \$3;
- 22 (d). packages containing no less that 24 or more single units, \$4.

23 ~~iv.~~ iii. Wholesale or retail dealers of malt beverages shall not incur any cost
24 in connection with any coupon or rebate offers, promotions₂ or marketing campaigns.

25 BE IT FURTHER RESOLVED that a copy of this Resolution be transmitted to the
26 office of the state register and the Louisiana Department of Revenue, office of alcohol and
27 tobacco control.

1 BE IT FURTHER RESOLVED that the office of the state register is hereby directed
2 to have the amendments to LAC 55:VII.317(C)(2)(1) printed and incorporated into the
3 Louisiana Administrative Code and to transmit a copy of the revised rule to the Louisiana
4 Department of Revenue, office of alcohol and tobacco control.

DIGEST

The digest printed below was prepared by House Legislative Services. It constitutes no part of the legislative instrument. The keyword, one-liner, abstract, and digest do not constitute part of the law or proof or indicia of legislative intent. [R.S. 1:13(B) and 24:177(E)]

HCR 41 Engrossed

2026 Regular Session

Zeringue

Amends LAC 55:VII.317(C)(2)(1) of the rules of the La. Dept. of Revenue, office of alcohol and tobacco control, to provide that coupons and rebate offers, promotions, or marketing campaigns of malt beverages of not more than or more than 6% alcohol by volume, may include instantly redeemable coupons.

Further provides that wholesalers of malt beverages shall not incur costs relative to any coupons or rebate offers, promotions, or marketing campaigns.

Directs the La. Register to print the amendments to LAC 55:VII.317(C)(2)(1) in the La. Administrative Code.

(Amends LAC 55:VII.317(C)(2)(1))