

2026 Regular Session

HOUSE CONCURRENT RESOLUTION NO. 41

BY REPRESENTATIVE ZERINGUE

A CONCURRENT RESOLUTION

To amend and reenact Louisiana Department of Revenue, office of alcohol and tobacco control, rule LAC 55:VII.317(C)(2)(1), to remove the prohibition against instantly redeemable coupons and rebates for beverages of low alcoholic content; and to direct the office of the state register to print the amendment in the Louisiana Administrative Code.

WHEREAS, the Louisiana Department of Revenue, office of alcohol and tobacco control, promulgated and adopted a rule that authorized coupons and rebate offers for beverages of high alcoholic content and for malt beverages of not more than six percent alcohol by volume; and

WHEREAS, coupons and rebates for beverages of high alcoholic content are redeemable by the manufacturer, or a third-party retained by the manufacturer at the manufacturer's sole expense, and may be done electronically; and

WHEREAS, coupons and rebates for malt beverages of not more than six percent alcohol by volume are restricted to being redeemable by mail only; and

WHEREAS, R.S. 49:969 provides that the legislature, by concurrent resolution, may suspend, amend, or repeal any rule adopted by a state department, agency, board, or commission.

THEREFORE, BE IT RESOLVED by the Legislature of Louisiana that LAC 55:VII.317(C)(2)(1) is hereby amended and reenacted to read as follows:

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

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C. Marketing and Sale of Alcoholic Beverages in Louisiana

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2. Exceptions

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

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

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

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

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

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

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

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

SPEAKER OF THE HOUSE OF REPRESENTATIVES

PRESIDENT OF THE SENATE