



# LAWS OF ALASKA

1986

**Source**

CSSB 138(Fin) am

**Chapter No.**

68

**AN ACT**

Relating to pricing and marketing of alcoholic beverages.

---

**BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF ALASKA:**

THE ACT FOLLOWS ON PAGE 1, LINE 9

Approved by the Governor: June 3, 1986  
Actual Effective Date: September 1, 1986

AN ACT

Relating to pricing and marketing of alcoholic beverages.

---

\* Section 1. AS 04.16 is amended by adding a new section to read:

Sec. 04.16.015. PRICING AND MARKETING OF ALCOHOLIC BEVERAGES.

(a) On premises where alcoholic beverages are sold by the drink, a licensee or a licensee's agent or employee may not

(1) offer or deliver, as a marketing device to the general public, free alcoholic beverages to a patron;

(2) deliver an alcoholic beverage to a person already possessing two or more;

(3) sell, offer to sell, or deliver alcoholic beverages to a person or group of persons at a price less than the price regularly charged for the beverages during the same calendar week, except at private functions not open to the general public;

(4) sell, offer to sell, or deliver an unlimited number of alcoholic beverages to a person or group of persons during a set period of time for a fixed price;

(5) sell, offer to sell, or deliver alcoholic beverages to a person or group of persons on any one day at prices less than those charged the general public on that day, except at private functions not open to the general public;

(6) encourage or permit an organized game or contest on the licensed premises that involves drinking alcoholic beverages or the

Chapter 68

1           awarding of alcoholic beverages as prizes.

2           (b) A licensee or a licensee's agent or employee may not adver-  
3           tise or promote in any way, either on or off the premises, a practice  
4           prohibited under (a) of this section.

5           (c) This section may not be construed as prohibiting a licensee  
6           or a licensee's agent or employee from offering free food or enter-  
7           tainment at any time, from serving wine by the bottle or carafe or  
8           beer by the pitcher with or without meals, or from including an alco-  
9           holic beverage as part of a meal package.

10          (d) Notwithstanding (a) and (b) of this section, a licensee or a  
11          licensee's agent or employee when acting as a caterer may offer or  
12          deliver free alcoholic beverages to a political, charitable, or  
13          educational group or organization.