

Introduced: 2/7/85
Referred: State Affairs,
Judiciary and Finance

1 IN THE SENATE

BY V. FISCHER

2

SENATE BILL NO. 138

3

IN THE LEGISLATURE OF THE STATE OF ALASKA

4

FOURTEENTH LEGISLATURE - FIRST SESSION

5

A BILL

6 For an Act entitled: "An Act relating to pricing and promotion of alco-
7 holic beverages."

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

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

10 Sec. 04.16.015. PRICING AND PROMOTION OF ALCOHOLIC BEVERAGES.

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

13 (1) offer or deliver free alcoholic beverages to a person
14 or group of persons;

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

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

21 (4) sell, offer to sell, or deliver an unlimited number of
22 alcoholic beverages to a person or group of persons during a set
23 period of time for a fixed price, except at private functions not open
24 to the general public;

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

29 (6) encourage or permit a game or contest that involves

1 drinking alcoholic beverages or the awarding of alcoholic beverages as
2 prizes.

3 (b) A licensee shall post in a conspicuous location upon prem-
4 ises where alcoholic beverages are sold by the drink the regular price
5 for each available alcoholic beverage. Posted prices may be changed
6 only upon the first day of each calendar week.

7 (c) A licensee or a licensee's agent or employee may not adver-
8 tise or promote in any way, either on or off the premises, any of the
9 practices prohibited under (a) of this section.

10 (d) Nothing contained in this section shall be construed to
11 prohibit a licensee or a licensee's agent or employee from offering
12 free food or entertainment at any time, from serving wine by the
13 bottle or carafe or beer by the pitcher with meals, or from including
14 an alcoholic beverage as part of a meal package.