

Offered: 2/20/86  
Referred: Judiciary

Original sponsor: V.Fischer

1 IN THE SENATE BY THE STATE AFFAIRS COMMITTEE  
2 CS FOR SENATE BILL NO. 138 (State Affairs)  
3 IN THE LEGISLATURE OF THE STATE OF ALASKA  
4 FOURTEENTH LEGISLATURE - SECOND 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, as a promotional device, free alco-  
14 holic beverages to a person 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;

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

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

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, any of the  
4       practices prohibited under (a) of this section.

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