

Offered: 4/8/86  
Referred: Rules

Original sponsor: V.Fischer

1 IN THE SENATE BY THE FINANCE COMMITTEE  
2 CS FOR SENATE BILL NO. 138 (Finance) am  
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 marketing 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 MARKETING 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 marketing device to the general  
14 public, free alcoholic beverages to a patron;  
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, 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.