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POSITION PAPER

SENATE BILL 138

"An Act relating to pricing and promotion of alcoholic beverages."

From a public health perspective the Department of Health and Social Services is highly supportive of SB 138. Research supports the contention that lower prices of beverage alcohol leads to higher consumption resulting in increased alcohol health-related problems.

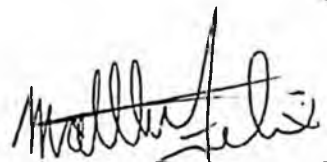
The effect of alcoholic beverage pricing and promotional activities are to increase consumption via lower prices, creating settings conducive to more drinking. The timing of such promotions, often occurring in the early evening following the work day, can also enhance the effects of alcohol since drinkers are often tired and haven't eaten. These situations also contribute to drinking and driving. This is particularly true in Alaska where the automobile, as opposed to public transportation, is the primary method of transportation. Additionally, crowded situations brought on by Happy Hours make it difficult for drink servers to determine whether patrons are of legal age or are intoxicated.

As of 1984, 12 states had restricted alcohol-price promotions to at least some degree and twenty states were considering such legislation. In recent years several military installations have banned Happy Hours as a strategy for reducing the rates of alcohol problems they were experiencing.

In a 1977 study Harvard researchers indicated that both casual and heavy drinkers consumed about twice as much alcohol under Happy Hour conditions than did their counterparts under non-Happy Hour conditions.

The Department would be pleased to provide any additional information relating to SB 138.

Recommended by:

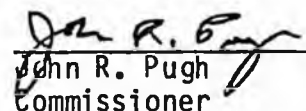


Matthew C. Felix
Coordinator
Office of Alcoholism/
Drug Abuse

Date:

2/19/86

Approved by:



John R. Pugh
Commissioner
Department of Health
& Social Services

Date:

2/19/86

STATE OF ALASKA 1986 LEGISLATIVE SESSION FISCAL NOTE

Revision Date : _____

REQUEST

Bill/Resolution No. : SB 138
 Title : "An Act relating to pricing and promotion of alcoholic beverages."
 Sponsor : V. Fischer
 Requestor : Senate State Affairs Committee
 Date of Request : 2/8/86

FISCAL DETAIL

Agency Affected : Health & Social Services
 BRU : Alcoholism and Drug Abuse
 Components : Alcohol Abuse

EXPENDITURES/REVENUES : (Thousands of Dollars)

OPERATING	FY 86	FY 87	FY 88	FY 89	FY 90	FY 91
PERSONAL SERVICES						
TRAVEL						
CONTRACTUAL						
SUPPLIES						
EQUIPMENT						
LAND & STRUCTURES						
GRANTS, CLAIMS						
MISCELLANEOUS						
TOTAL OPERATING	0	0	0	0	0	0
CAPITAL						
REVENUE	0	0	0	0	0	0

FUNDING : (Thousands of Dollars)

GENERAL FUND						
FEDERAL FUNDS						
OTHER						
TOTAL						

POSITIONS :

FULL-TIME						
PART-TIME						
TEMPORARY						

ANALYSIS : Attach a separate page if necessary

Prepared by : Matthew C. Felix *Matthew C. Felix* Phone : 586-6201
 Division : ALCOHOL + DRUG ABUSE Date : _____

Approved by Commissioner : John R. Pugh *John R. Pugh* Date : 2/19/86
 Agency : HEALTH + SOCIAL SERVICES

Distribution (by Agency preparing fiscal note):

- Legislative Finance
- Legislative Sponsor
- Requestor



SB 138

ALASKA MOOSE ASSOCIATION

OFFICE OF THE

EXECUTIVE COMMITTEE

November 16, 1985

The Executive Committee of the Alaska Moose Association on behalf of its ten-member Lodges and its 7,300 members, would like to have Senate Bill #138 amended to be able to maintain the following traditional practices that have become a part of the Moose fraternalism:

1. Be able to provide one alcoholic beverage to a visiting Moose member from another Moose Lodge.
2. Be able to provide one alcoholic beverage to a newly enrolled member.
3. Be able to provide alcoholic beverages to an individual member or group of members after a work party that has benefited the Lodge and/or community.
4. Be able to substitute drink chips for alcoholic beverages that can be used at a later time.
5. Would like to maintain the "Home Safe Driver" incentive or award for the designated driver to use at a future date.

From Senator Zicycle's office
sent from THE MOOSE LODGE in KETCHIKAN

Offered: 2/20/86
Referred: Judiciary

Original sponsor: V.Fischer

*2/26
this bill
waived out of
committee
by PMR*

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.

ALASKA STATE LEGISLATURE
SENATE JUDICIARY COMMITTEE

SENATOR PATRICK RODEY, CHAIRMAN
SENATOR TIM KELLY, VICE-CHAIR
SENATOR IAN FAIKS
SENATOR RICK HALFORD
SENATOR ROBERT ZIEGLER, SR.



POUCH V
JUNEAU, ALASKA 99811
(907) 465-3717

March 2, 1986

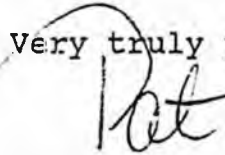
Katherine Bigler, President
Anchorage Chapter, M.A.D.D.
2205 East Tudor Road, Suite 38
Anchorage, Alaska 99504

Dear Ms. Bigler: ~~KATHERINE~~

Thank you for your recent letter requesting my support of the speedy passage of Senate Bill 138 through the Senate Judiciary Committee which I chair. You will be pleased to know that I have waived SB 138 out of my committee and onto the next committee of referral.

Again, thank you for your letter. Keep up the good work!

Very truly yours,


Patrick M. Rodey