

By: Jetton

H.B. No. 1978

A BILL TO BE ENTITLED

1 AN ACT

2 relating to discounts provided by package store and wine only
3 package store permit holders on the purchase of alcoholic
4 beverages.

5 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF TEXAS:

6 SECTION 1. Section 102.07, Alcoholic Beverage Code, is
7 amended by amending Subsections (c) and (d) and adding Subsection
8 (d-1) to read as follows:

9 (c) Except as provided by Subsection (d-1), no ~~no~~ person
10 who owns or has an interest in the business of a package store or
11 wine only package store, nor the agent, servant, or employee of the
12 person, may allow an excessive discount on liquor.

13 (d) A permittee covered under Subsection (a) may offer
14 prizes, premiums, or gifts to a consumer. Except as provided by
15 Subsection (d-1), the ~~The~~ use of rebates or coupons redeemable by
16 the public for the purchase of alcoholic beverages is prohibited.
17 The holder of a winery permit may furnish to a retailer without cost
18 recipes, recipe books, book matches, cocktail napkins, or other
19 advertising items showing the name of the winery furnishing the
20 items or the brand name of the product advertised if the individual
21 cost of the items does not exceed \$1.

22 (d-1) The holder of a package store permit or wine only
23 package store permit may:

24 (1) offer coupons redeemable by the public for the

1 purchase of alcoholic beverages; and

2 (2) provide a discount of any amount on the purchase of

3 liquor using a coupon redeemable by the public.

4 SECTION 2. This Act takes effect September 1, 2023.