

By: Menéndez

S.B. No. 1678

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.