



STATE OF CONNECTICUT

DEPARTMENT OF CONSUMER PROTECTION

From the Office of John Suchy
Division Director of Liquor Control
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Mail-In Rebates

This memo will clarify the department's position as it relates to mail-in rebates (MIRs) on alcoholic liquor (beer, wine, liquor, and distilled spirits). The analysis centers on section 30-68n of the Connecticut General Statutes (see below) as it relates to the definition of a manufacturer's rebate and its advertisement.

There is nothing in the statute which prohibits mail-in rebates for a liquor product to include a non-alcohol product. Typically, but not always, mail-in rebates are found in retail liquor stores which, by statute, are restricted in what non-alcohol products are allowed. The non-alcohol products which may be sold at a retail package store are found in section 30-20 of the Connecticut General Statutes (see below). Items allowed to be sold at retail package stores can be allowed on the same receipt as an alcohol product from a package store. Non-alcohol products which are not allowed to be sold at a retail package store should not be on the same receipt as an alcoholic liquor product from a package store. There is nothing which prohibits a receipt from a retail package store for an alcohol product and a separate receipt for a non-alcohol product, unless prohibited on the mail-in rebate offering.

Sec. 30-68n. Advertisement of manufacturers' rebates. (a) For the purposes of this section: (1) "Advertise" means the making of any statement or representation in connection with the solicitation of business in any manner by a retail permittee and includes, but is not limited to, statements and representations published in any newspaper or other publication or statements or representations printed in any catalog, circular or other sales literature or brochure; (2) "manufacturer's rebate" means that amount due and payable in accordance with an offer by a permittee other than a retail permittee to refund to a consumer all or a portion of the purchase price of an alcoholic liquor product; and (3) "net price" means the ultimate price paid by a consumer for an alcoholic liquor product after the consumer has redeemed the manufacturer's rebate offered for the alcoholic liquor product.

(b) A retail permittee may advertise the existence of a manufacturer's rebate or the net price of an alcoholic liquor product provided such permittee makes all of the following disclosures in such advertisement in type that is the same color, style and size: (1) The sales price of the alcoholic liquor product before the manufacturer's rebate; (2) the amount and expiration date of the manufacturer's rebate; and (3) the net price of the alcoholic liquor product.

Sec. 30-20. Package store permit. Grocery store beer permit. (a) A package store permit shall allow the retail sale of alcoholic liquor not to be consumed on the premises, such sales to be made only in sealed bottles or other containers. The holder of a package store permit may, in accordance with regulations adopted by the Department of Consumer Protection pursuant to the provisions of chapter 54, offer free samples of alcoholic liquor for tasting on the premises, conduct fee-based wine education and tasting classes and demonstrations and conduct tastings or demonstrations provided by a permittee or backer

of a package store for a nominal charge to charitable nonprofit organizations. Any offering, tasting, wine education and tasting class or demonstration held on permit premises shall be conducted only during the hours a package store is permitted to sell alcoholic liquor under section 30-91. No store operating under a package store permit shall sell any commodity other than alcoholic liquor except that, notwithstanding any other provision of law, such store may sell (1) cigarettes, (2) publications, (3) bar utensils, which shall include, but need not be limited to, corkscrews, beverage strainers, stirrers or other similar items used to consume or related to the consumption of alcoholic liquor, (4) gift packages of alcoholic liquor shipped into the state by a manufacturer or out-of-state shipper, which may include a nonalcoholic item in the gift package that may be any item, except food or tobacco products, provided the dollar value of the nonalcoholic items does not exceed the dollar value of the alcoholic items of the package, (5) complementary fresh fruits used in the preparation of mixed alcoholic beverages, (6) cheese or crackers, or both, olives, (7) nonalcoholic beverages, (8) concentrates used in the preparation of mixed alcoholic beverages, (9) beer and wine-making kits and products related to beer and wine-making kits, (10) ice in any form, (11) articles of clothing imprinted with advertising related to the alcoholic liquor industry, (12) gift baskets or other containers of alcoholic liquor, (13) multiple packages of alcoholic liquors, as defined in subdivision (3) of section 30-1, provided in all such cases the minimum retail selling price for such alcoholic liquor shall apply, and (14) lottery tickets authorized by the Department of Consumer Protection, if licensed as an agent to sell such tickets by said department. A package store permit shall also allow the taking and transmitting of orders for delivery of such merchandise in other states. Notwithstanding any other provision of law, a package store permit shall allow the participation in any lottery ticket promotion or giveaway sponsored by the Department of Consumer Protection. The annual fee for a package store permit shall be five hundred thirty-five dollars.