

244.461 Use of rebate coupons -- Redemption -- Retailers' loyalty cards.

- (1) Manufacturers and importers of malt beverages, distilled spirits, and wine may advertise and promote, by specific brand and bottle size, malt beverages, distilled spirits, and wine for off-premises consumption by use of rebate coupons.
- (2) Except as provided in subsection (3) of this section, rebate coupons are redeemable by the consumer at the point of purchase, or by mail-in certificate by which the consumer receives a cash refund or nonalcoholic beverage merchandise from the manufacturer, importer, or clearinghouse acting for the manufacturer or importer, upon submission by the consumer of the required proof of purchase.
- (3) Rebate coupons on malt beverages that are redeemable by the consumer at the point of purchase are prohibited. Manufacturers and importers of malt beverages may provide rebate coupons that are redeemable by mail-in certificate by which the consumer receives a cash refund or nonalcoholic beverage merchandise from the manufacturer, importer, or clearinghouse acting for the manufacturer or importer, upon submission by the consumer of the required proof of purchase. Redemption of permitted rebate coupons on malt beverages shall be funded solely by manufacturers and importers of malt beverages.
- (4) Unless prohibited by KRS 244.050, loyalty cards issued by retailers that reward customers with product discounts for buying goods or services shall not be prohibited by this section.

Effective: July 15, 2020

History: Amended 2020 Ky. Acts ch. 102, sec. 13, effective July 15, 2020. -- Amended 2017 Ky. Acts ch. 62, sec. 108, effective June 29, 2017. -- Created 2000 Ky. Acts ch. 289, sec. 1, effective July 14, 2000.