

State of Louisiana
Office of Alcohol and Tobacco Control

John Bel Edwards
Governor



Juana Marine-Lombard
Commissioner

POLICY ON COUPONS AND REBATES
July 18, 2012

High Content Alcoholic Beverages

Except as otherwise provided by law, coupon and rebate offers, promotions or marketing campaign of alcoholic beverages of more than six percent alcohol by volume, excluding malt beverage, are allowed in accordance with the following restrictions.

- Any coupon or rebate offer, promotion, or marketing campaign must be redeemable directly by the manufacturer or a third-party, including but not limited to, a clearing house retained by the manufacturer at its sole expense.
- No retailer can be required to participate in any offer, promotion, or marketing campaign.
- No retailer can be required to bear any of the costs associated with any offer, promotion or marketing campaign.
- No one under the legal drinking age during the time of the offer, promotion or marketing campaign may participate in any offer, promotion, or marketing campaign.
- All coupon or rebate offers, promotions, and marketing campaigns must be for a specified time not to exceed 90 days from the first date on which such offers may be redeemable.
- No coupon or rebate offer, promotion or marketing campaign may result in any sale of alcoholic beverages for price of less than six percent about the invoice cost.

Low Content Alcoholic Beverages

Malt beverages of not more than or more than six percent alcohol by volume, except as otherwise provided by law, coupon and rebate offers, promotions or marketing campaigns of malt beverages of not more than or more than six percent alcohol by volume are allowed with the following restrictions.

- Instantly redeemable coupons (IRCs) shall be prohibited. Coupons and rebates shall only be redeemable by mail.
- When marketing more than one product, "cross-merchandising" or "cross-promotion." mail-in rebates (MIRs) shall only be redeemable upon the providing of proof of purchase of all products involved in the coupon or rebate marketing, "cross-merchandising" or "cross promotion" offer.
- Coupon and rebate values shall be equaled to or less than the following:
 - Packages containing no less than 6 and no more than 11 single units - \$1
 - Packages containing no less than 12 and no more than 17 single units - \$2
 - Packages containing no less than 18 and no more than 23 single units - \$3
 - Packages containing no less than 24 or more single units - \$4
- Wholesale or retailer dealers of malt beverages shall no incur any cost in connection with any coupon or rebate offers, promotions or marketing campaigns.

Sincerely,

A handwritten signature in black ink, appearing to read "Juana Marine-Lombard".

Juana Marine-Lombard, Commissioner
Office of Alcohol and Tobacco Control