

State of Louisiana
Office of Alcohol and Tobacco Control

John Bel Edwards
Governor



Juana Marine-Lombard
Commissioner

INDUSTRY MEMBERS REBATES COUPONS LETTER

February 12, 2016

Dear Industry Members:

As part of a continued effort to promote awareness of and compliance with the Louisiana Alcoholic Beverage Control Law, please review the following:

Pursuant to Title 26 of the Louisiana Revised Status and Title 55 of the Louisiana Administrative Code (collectively, the Louisiana Alcoholic Beverage Control Laws), it is unlawful for a beverage alcohol wholesaler, manufacturer, and/or supplier to provide a licensed retail dealer with anything of value, unless it is explicitly provided for as an exception in the Louisiana Alcoholic Beverage Control Laws. (Attached is a current copy of the Trade Practice Regulations, which set forth the authorized exceptions.)

The use of instantly redeemable coupons or rebates, whether issued directly or indirectly through a third party provider, in connection with malt beverage products of all content is expressly prohibited. Coupons and rebates on malt beverage products shall only be redeemable by mail. It is a violation of the law for a wholesaler, manufacturer and/or supplier to use instantly redeemable coupons or rebates or to provide coupons or rebates at a value greater than that set forth in the attached Trade Practice Regulations.

The use of third party software or vendors (example, Ibotta) which violate the Trade Practice Regulations will be attributed to the Industry Member and may result in the imposition of penalties, up to revocation of you alcohol permit.

A current version of the Louisiana Alcoholic Beverage Control Law and Regulations can be downloaded from our website at www.atc.la.gov. You may direct questions or requests for additional information to ATC Legal Counsel, Brett Bonin at brett.bonin@atc.la.gov.

Sincerely,

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

Juana Marine-Lombard
Louisiana Office of Alcohol and Tobacco Control