

For your information

The Oregon Liquor Control Commission has:

Amended
 Adopted
 Repealed

OAR 845-015-0165

Effective Date: January 1, 2008

Note: **Bold and underlined** = new text; ~~*strikethrough and italics*~~ = deleted text

845-015-0165

Supplier Rebates on Distilled Spirits

(1) The Commission allows suppliers to give consumer rebates on distilled spirits. ~~*only that identify price reductions which offer consumers the opportunity to switch brands or try new products. From March 1, 2006 to March 1, 2008, rebate*~~ **Progressive-type** coupons ~~*that encourage consumers to purchase distilled spirits in quantity*~~ **which provide a larger rebate when progressively more alcohol is purchased** are permitted. An example of this would be a rebate that offers \$5 for the purchase of one bottle but \$12 for two. ~~*After March 1, 2008, rebate coupons that encourage consumers to purchase distilled spirits in quantity are not allowed.*~~

(2) Suppliers will distribute distilled spirits rebate coupons only through retail liquor stores or by publishing them in newspapers or magazines. Any newspaper or magazine advertising associated with rebate coupons must comply with OAR 845-015-0175, 845-015-0177, and any other applicable state and federal regulations.

(3) All rebate coupons offered in the State of Oregon must meet the following requirements:

- (a) Rebate coupons must be redeemable only by mail;
- (b) Rebate coupon offers must bear an expiration date;
- (c) The supplier must require proof of purchase;
- (d) Rebate coupons must be valid only for adults of legal drinking age. The Commission may require withdrawal of the rebate coupon if the supplier does not comply with the conditions of the rebate coupon or Commission rules.

(4) The supplier must furnish rebate coupons to all retail liquor stores carrying the product. Any advertising materials such as posters, signs, banners, or display racks the supplier provides to promote rebate coupons in a retail liquor store must comply with OAR 845-015-0175, 845-015-0177, and any other applicable state and federal regulations.

(5) The supplier is responsible for the redemption of rebate coupons. The supplier and the retail customer are responsible for settling any disagreement about the supplier's coupon.

Stat. Auth.: ORS 471, ~~472~~, **including ORS** 471.030, 471.730(1) & ~~471.730~~(5)
Stats. Implemented: ORS 471.750(1)

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