

244.500 Malt beverage premium prohibition -- Exceptions.

- (1) Except as permitted by subsection (2) of this section, a licensee shall not offer or give anything tangible of value as a premium, gift, or prize for:
 - (a) The return of caps, stoppers, corks, stamps, wrappers, coupons, or labels taken from any bottle, case, barrel, or package containing malt beverages; or
 - (b) Any purpose in connection with the sale of malt beverages.
- (2) The following activities shall be permitted:
 - (a) The return of moneys specifically deposited for the return of the original containers to the owners;
 - (b) A premium, gift, or prize by brewers, wholesalers, or distributors to wholesalers, distributors, or their employees in connection with sales incentive programs;
 - (c) Brewer-sponsored national sweepstakes in which major prizes, not including brand-related novelty items, are given to consumers based on certificates found in malt beverage packages or on point of sale materials. Malt beverage distributors, retail licensees, and their employees shall not be eligible to redeem the certificates or participate in the national sweepstakes;
 - (d) The sale of malt beverages packaged in or securely bundled with brand-related novelty items if the price charged for the packaged or bundled malt beverages specifically includes the cost of the brand-related novelty item; and
 - (e) Loyalty cards issued by retailers that reward customers with points or discounts for buying goods or services.

Effective: July 15, 2020

History: Amended 2020 Ky. Acts ch. 102, sec. 14, effective July 15, 2020. -- Amended 2017 Ky. Acts ch. 62, sec. 110, effective June 29, 2017. -- Amended 2007 Ky. Acts ch. 99, sec. 7, effective June 26, 2007. -- Amended 1990 Ky. Acts ch. 359, sec. 1, effective July 13, 1990. -- Amended 1982 Ky. Acts ch. 104, sec. 1, effective July 15, 1982. -- Recodified 1942 Ky. Acts ch. 208, sec. 1, effective October 1, 1942, from Ky. Stat. sec. 2554b-206.