

§708-A. In-pack sweepstakes, contests and games

Notwithstanding any provision of law to the contrary, a certificate of approval holder, spirits supplier, wholesale licensee or retail licensee may offer sweepstakes, games and contests inside packages of liquor, if that offer is not contingent on the purchase of liquor. The certificate of approval holder, spirits supplier, wholesale licensee or retail licensee shall provide information about access to participate in a sweepstakes, game or contest by providing either a sign in the retail outlet or a notice on the primary or secondary packaging of the brand offering the sweepstakes, game or contest. [PL 2021, c. 658, §101 (AMD).]

SECTION HISTORY

PL 1995, c. 582, §2 (NEW). PL 2003, c. 192, §1 (AMD). PL 2021, c. 658, §101 (AMD).

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