



ALCOHOLIC BEVERAGE CONTROL
COMMONWEALTH OF KENTUCKY
DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL
500 Mero Street 2NE33
Frankfort, KY 40601
502-564-4850 phone
502-564-1442 fax
<http://abc.ky.gov>

Date received

AOR NO.: _____
FOR ABC USE ONLY

ADVISORY OPINION REQUEST FORM

Attach additional pages as necessary and any documentation, research, or other evidence that you request the Department to consider.

Name of Requestor (individual or business entity): Molson Coors Beverage Company USA LLC

Address: 250 S. Wacker, Suite 800

City: Chicago State: Illinois County: Cook

Zip Code: 60606 Phone Number: 312-496-2700

Email: chris.wittman@molsoncoors.com

The above individual or business entity requests an: Advisory opinion Reconsideration request

If this is a reconsideration request or comment, the application Advisory opinion number: NA

Question or issue to be addressed: May manufacturers and importers of malt beverages provide rebate coupons that are redeemable by mail-in certificate on the purchase of (1) non-alcoholic products and (2) a combination of malt beverages and non-alcoholic products?

Applicable statutes, regulations, ordinances, or other authority: KRS 244.461 and SB99, which was enacted during the 2020 legislative session and added subsection (3) to KRS 244.461

Proposed response, comment, or basis for reconsideration request: Manufacturers and importers of malt beverages may provide rebate coupons that are redeemable by mail-in certificate on the purchase of non-alcoholic products, because there is no prohibition on such activity under Kentucky law, and also on a combination of malt beverages and non-alcoholic products per the terms of KRS 244.461(3).

To your knowledge, is the question for which you request an advisory opinion or reconsideration pending before, under investigation by, or recently decided by a court or government entity? Yes No

If yes, please identify the court or government agency, any case or proceeding number, and filing dates of the proceeding or investigation NA

Signature of Requestor or Requestor's Agent Christopher Wittman Date 9/21/2020

Signer's Name and title if requestor is a business entity Christopher Wittman, Assistant Secretary Date 9/21/20