

HB24-1373 be amended as follows:

1 Amend printed bill, page 5, after line 12 insert:

2 "SECTION 5. In Colorado Revised Statutes, 44-3-402, **add** (5)(c)  
3 as follows:

4 **44-3-402. Manufacturer's license - unlawful acts.** (5) (c) (I) IT  
5 IS UNLAWFUL FOR A MANUFACTURER LICENSED UNDER THIS ARTICLE 3 TO  
6 OFFER ANY DISCOUNTS, COUPONS, REBATES, OR OTHER FINANCIAL  
7 INCENTIVES TO PURCHASE THE MANUFACTURER'S PRODUCTS, INCLUDING  
8 INSTANT REBATE COUPONS AND DIGITAL COUPONS, FOR THE BENEFIT OF  
9 ANY RETAILER LICENSED PURSUANT TO THIS ARTICLE 3 OR ARTICLE 4 OF  
10 THIS TITLE 44 TO SELL ALCOHOL BEVERAGES FOR CONSUMPTION OFF THE  
11 LICENSED PREMISES OR TO THE CUSTOMERS OF ANY SUCH RETAILER THAT  
12 ARE NOT ALSO OFFERED TO OR FOR THE BENEFIT OF ALL RETAILERS  
13 LICENSED TO SELL FOR CONSUMPTION OFF THE LICENSED PREMISE OR TO  
14 THE CUSTOMERS OF SUCH RETAILER WHO PURCHASE THE SAME  
15 MANUFACTURER'S PRODUCT UNDER THE SAME TERMS AND CONDITIONS.

16 (II) THE STATE LICENSING AUTHORITY MAY RECOVER THE COST OF  
17 ENFORCING THIS SUBSECTION (5)(C) FROM A PERSON FOUND IN VIOLATION  
18 OF THIS SUBSECTION (5)(C). MONEY COLLECTED PURSUANT TO THIS  
19 SUBSECTION (5)(C)(II) SHALL BE DEPOSITED IN THE LIQUOR ENFORCEMENT  
20 DIVISION AND STATE LICENSING AUTHORITY CASH FUND CREATED IN  
21 SECTION 44-6-101."

22 Renumber succeeding sections accordingly.

23 Page 7, line 20, after "sections" insert "**44-3-402**".

\*\* \*\* \*\* \*\* \*\*