

SB 1193

RELATING TO LIQUOR.

Makes it lawful to provide a discount for liquor purchases through coupons or mail-in rebates when made in combination with other merchandise.

GOODSILL ANDERSON QUINN & STIFEL

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MEMORANDUM

TO: Senator Will Espero
Chair, Committee on Public Safety, Government, and Military Affairs
Hawaii State Capitol, Room 207
Via Email: PGMTestimony@Capitol.hawaii.gov

FROM: Mihoko E. Ito

DATE: February 7, 2011

RE: **S.B. 1193 – Relating to Liquor**
Hearing: Tuesday, February 8, 2011 at 3:15 p.m., Room 224

Dear Chair Espero and Committee on Public Safety, Government, and Military Affairs:

I am Mihoko Ito, appearing on behalf of the Distilled Spirits Council of the United States (“DISCUS”). DISCUS is a national trade association representing producers and marketers of distilled spirits sold in the United States.

DISCUS **supports** S.B. 1193, which makes it lawful to provide a discount for liquor purchases through coupons or mail-in rebates when made in combination with other merchandise.

Promotions such as these are widely permitted across the country. It would provide an opportunity for manufacturers to partner in creative ways to market their products to adults, but will ultimately benefit the consumer by lowering prices on goods they purchase.

Thank you very much for this opportunity to present testimony on S.B. 1193



250 S. Wacker, Suite 800
Chicago, IL 60606

311 10th St.
Golden, CO 80401

3939 W. Highland Blvd
Milwaukee, WI 53208

February 4, 2011

TO: Senator Will Esperso, Chair
Senator Michelle Kidani, Vice Chair
Members of the Committee on Public Safety, Government Operations, and
Military Affairs

FR: Lance Hastings, Director of State Government Affairs

RE: SB 1193 - Relating to Coupons, Hearing Date February 8, 2011

MillerCoors is in support of SB 1193 because of the value the provisions of the proposed legislation will bring to consumers, retailers and government in Hawaii. Current law does not allow a beer purchase on coupon and rebate programs, and as our data demonstrates, value is being lost when compared to other states that allow such programs.

If the law is changed via SB 1193, we anticipate an increase in retailer sales, as well as redemption by consumers. These additional sales would benefit revenue collections in the state via increased sales and excise taxes.

In addition, by involving suppliers, retailers and customers in the program, we believe the integrity of the system will be preserved and additional value will be enjoyed by consumers in Hawaii.

For these reasons, we support SB 1193.

If you have any questions, please contact me at (916) 771-6447

Coupons for Beer Products

Permitted - All

Alaska	Delaware	Mississippi	South Carolina
Arizona	Florida	Nevada	Wisconsin
California	Illinois	New Mexico	Wyoming
DC	Iowa		

Permitted – Mail-In Rebates

Connecticut	Massachusetts	New York	South Dakota
Georgia	Michigan	North Dakota	Tennessee
Idaho	Minnesota	Ohio	Virginia
Louisiana	Nebraska	Oregon	Washington
Maryland	New Jersey	Pennsylvania	

Permitted-IRC/MIR; Prohibited-Scan

Colorado	New Hampshire	Oklahoma	Rhode Island
Kansas			

Prohibited-IRC/Scan; BAR-MIR

Vermont

Board Approval Required

Montana

Coupons for Other Products

Permitted

Alabama	Hawaii	Mississippi	Pennsylvania
Alaska	Idaho	Missouri	Rhode Island
Arizona	Illinois	Nebraska	South Carolina
Arkansas	Indiana	Nevada	South Dakota
California	Iowa	New Hampshire	Tennessee
Colorado	Kansas	New Mexico	Texas
DC	Kentucky	New York	Virginia
Delaware	Maryland	North Carolina	Wisconsin
Florida	Massachusetts	Ohio	Wyoming
Georgia	Michigan	Oklahoma	

Board Approval Required

Maine	Montana	West Virginia
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Prohibited-IRC; Permitted-MIR

Connecticut	Minnesota	Oregon	Washington
Louisiana	North Dakota	Utah	



Paradise Beverages

94-1450 Moaniani Street * Waipahu, Hawaii 96797
Tel: (808) 678-4003 * Fax: (808) 677-8280

February 7, 2011

Senator Will Espero
Hawaii State Capitol
415 S. Beretania Street, Room 231
Honolulu, Hawaii 96813

via email: senespero@Capitol.hawaii.gov

Dear Senator Espero:

RE: Wholesaler Support for SB 1193

We urge support of SB 1193 because of the benefits to consumers in Hawaii. Coupon programs used throughout the grocery industry in the United States have proven to be successful when they are well-monitored and managed with a system that emphasizes integrity.

SB 1193 is limited to cross-merchandise coupon programs with alcoholic beverages. Because of the redemption processes with consumer participation and use of purchase receipts, we are confident that the value of the coupon programs will be felt by consumers in Hawaii.

In addition, the additional tax revenue that comes from the increase in grocery sales will be a benefit to the state budget.

We are committed to ensuring that this new authorization will be thoughtfully implemented and routinely scrutinized to avoid any misuse.

Sincerely,



Paul Ah Cook
President



3375 Koapaka Street, D-108 • Honolulu, HI 96819 • (808) 831-0811

February 5, 2011

Senator Will Esperso, Chair
Senator Michelle Kidani, Vice Chair
Committee on Public Safety, Government Operations and Military Affairs

Re: SB 1193 – Relating to Coupons

From: Bob Gutierrez, Director of Government Affairs

Mr. Chairman and Committee,

Times Supermarket would like to express its support for SB 1193. This proposed legislation would provide the ability for suppliers and retailers to work together in promoting cost saving to customers with coupons on their products.

Currently under state law, beer products do not have the ability to be purchased with coupons and rebate programs. Times Supermarket believes that this change in law will provide added value among all sectors of the industry and in the end benefit consumers.

The approval of SB 1193 will also provide increase retail sales as well as increases among sales and excise tax.

Times Supermarket supports SB 1193 and would like to thank you for the opportunity to express our support.

Respectfully,

Bob Gutierrez
Director of Government Affairs

From: Sen. Will Espero
Sent: Monday, February 07, 2011 5:05 PM
To: Mariene Uesugi
Subject: FW: Senate Bill 1193

From: Dina Wilson [<mailto:Dina.Wilson@parbev.com>]
Sent: Monday, February 07, 2011 2:50 PM
To: Sen. Will Espero
Cc: PGM Testimony
Subject: Senate Bill 1193

Dear Sirs,

I support Senate Bill 1193. Please vote in favor of adopting this measure.

Thank you.

Dina Wilson
Kailua Kona, HI 96740-9489

—Original Message—

From: Jamie Remedios [mailto:Jamie.Remedios@parbev.com]

Sent: Monday, February 07, 2011 12:01 PM

To: Sen. Will Espero; PGM Testimony

Subject: Senate Bill 1193

I am in support of Senate Bill 1193. Thank you.

Jamie Remedios

Sales Administrative Assistant

PARADISE BEVERAGES

94-1450 Moaniani Street

Waipahu, HI 96797

(808) 678-4096 - Direct

(808) 677-8280 - Fax

jamie.remedios@parbev.com - E-Mail

Beer is living proof that God loves us and wants us to be happy. - Benjamin Franklin

When I read about the evils of drinking, I gave up reading. - Henny Youngman

You're not drunk if you can lie on the floor without holding on. - Dean Martin

From: Blaine Tasaka [blaine.tasaka@parbev.com]
Sent: Monday, February 07, 2011 12:53 PM
To: Sen. Will Espero; PGM Testimony
Subject: sb1193

To whom it may concern:

I have been briefed on the content of senate bill 1193, and it is a law that I agree with. I feel this law would have a positive economic effect on Hawaii's economy, by allowing consumers to purchase more for their hard-earned dollar. It will also help to make Hawaii a more inviting place for companies to invest in. This is a good idea that is good for Hawaii's business environment,

Blaine Tasaka

From: Thom Cornog [Thom.Cornog@parbev.com]
Sent: Monday, February 07, 2011 12:47 PM
To: Sen. Will Espero; PGM Testimony
Subject: Senate Bill 1193

Aloha,

I'd like to let you know that I support this bill.

Mahalo,

Thom Cornog

From: Mabel Hunkin [Mabel.Hunkin@parbev.com]
Sent: Monday, February 07, 2011 12:40 PM
To: Sen. Will Espero
Cc: PGM Testimony
Subject: Retailer Support for SB 1193

We urge support of SB 1193 because of the benefits to consumers in Hawaii. Coupon programs used

throughout the grocery industry in the United States have proven to be successful when they are well-

monitored and managed with a system that emphasizes integrity.

SB 1193 is limited to cross-merchandise coupon programs with alcoholic beverages. Because of the

redemption processes with consumer participation and use of purchase receipts, we are confident

that the value of the coupon programs will be felt by consumers in Hawaii.

In addition, the additional tax revenue that comes from the increase in grocery sales will be a benefit to

the state budget. We are committed to ensuring that this new authorization will be thoughtfully implemented

and routinely scrutinized to avoid any misuse.

Mahalo,

Mabel Hunkin

From: [REDACTED]
Sent: Monday, February 07, 2011 12:04 PM
To: Sen. Will Espero; PGM Testimony
Subject: Support of SB 1193

Mr. Espero,

I would like to express my opinion, "I am in support of Senate Bill 1193."

Thank you,
Anonymous

From: craig nakatsukasa [<mailto:cnakatsukasa@hotmail.com>]
Sent: Monday, February 07, 2011 10:55 AM
To: Sen. Will Espero
Subject: *****SPAM***** SB 1193

I am in favor of SB 1193, allowing coupons with alcoholic beverages. The amount of potential savings I could realize on similar products will help to keep down rising costs of consumer goods during these tough economic times. Thank you for your support on this.

From: Terri Pajimola [zitaclean@yahoo.com]
Sent: Monday, February 07, 2011 3:23 PM
To: PGM Testimony
Subject: Senate Bill 1193

We support this bill ... good for Hawaii ... good for consumers! Mahalo!

Aloha,
Terri Pajimola
(808) 315-0486
zitaclean@yahoo.com

From: Uluaki Nye [UNye@hicoffeeco.com]
Sent: Monday, February 07, 2011 12:12 PM
To: PGM Testimony
Subject: I support SB 1193. Thanks

From: Donna Ho [hod014@hawaii.rr.com]
Sent: Tuesday, February 08, 2011 4:29 AM
To: PGM Testimony
Subject: Senate Bill #1193

Committee Chair Mr. Will Espero,

I support Senate Bill #1193.

Wendell Ho

From: Leighton Ota [Leighton.Ota@parbev.com]
Sent: Monday, February 07, 2011 6:45 PM
To: Sen. Will Espero
Cc: PGM Testimony
Subject: Senate Bill 1193

Hi Will Espero,

As a Paradise Beverages, Inc. employee, I fully support the push for Senate Bill 1193. As a consumer, I feel that this bill can have a impact on the types of savings we can receive. In rough times, any saving combinations of consumer items can be a plus in everyone's monthly budget.

Thank you for your consideration,

Leighton Ota
Paradise Beverages, Inc.
IT Systems Assistant
Ph.# (808) 678-4090
Fax: (808) 678-4092