



# LAWS OF ALASKA

2010

**Source**

HCS CSSB 117(L&C)

**Chapter No.**

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**AN ACT**

Requiring the Department of Revenue to set the minimum price for cigarettes for sale by wholesalers and retailers; and prohibiting a wholesaler or retailer from selling at wholesale or retail cigarettes at a lower price than the price set by the Department of Revenue.

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**BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF ALASKA:**

THE ACT FOLLOWS ON PAGE 1



AN ACT

1 Requiring the Department of Revenue to set the minimum price for cigarettes for sale by  
2 wholesalers and retailers; and prohibiting a wholesaler or retailer from selling at wholesale or  
3 retail cigarettes at a lower price than the price set by the Department of Revenue.

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5 \* **Section 1.** AS 43.50.710(a) is amended to read:

6 (a) A wholesaler or retailer may not, with intent to injure competitors or  
7 destroy or substantially lessen competition,

8 (1) advertise, offer to sell, or sell, at retail or wholesale, cigarettes at  
9 less than **the minimum price determined by the department under**

10 **(A) AS 43.50.810(a) for a sale at wholesale; or**

11 **(B) AS 43.50.810(b) for a sale at retail** [ACTUAL COST TO  
12 THE WHOLESALER OR RETAILER]; or

13 (2) offer a rebate in price, give a rebate in price, offer a concession of

1 any kind, or give a concession of any kind or nature in connection with the sale of  
2 cigarettes.

3 \* **Sec. 2.** AS 43.50.710(b) is amended to read:

4 (b) A retailer may not induce or attempt to induce or procure or attempt to  
5 procure

6 (1) the purchase of cigarettes at a price less than the **wholesale**  
7 **minimum price determined under AS 43.50.810(a)** [ACTUAL COST TO A  
8 WHOLESALER];

9 (2) a rebate or concession of any kind or nature in connection with the  
10 purchase of cigarettes.

11 \* **Sec. 3.** AS 43.50.710(c) is amended to read:

12 (c) Evidence of advertisement, offering to sell, or sale of cigarettes by a  
13 wholesaler or retailer at less than **the applicable minimum price determined by the**  
14 **department under AS 43.50.810** [ACTUAL COST], or evidence of an offer of a  
15 rebate in the price, the giving of a rebate in price, offer of a concession, or the giving  
16 of a concession of any kind or nature in connection with the sale of cigarettes, or the  
17 inducing, attempt to induce, the procuring, or the attempt to procure the purchase of  
18 cigarettes at a price less than **the applicable minimum price determined by the**  
19 **department under AS 43.50.810** [ACTUAL COST TO A WHOLESALER OR  
20 RETAILER] is prima facie evidence of intent to injure competitors and to destroy or  
21 substantially lessen competition.

22 \* **Sec. 4.** AS 43.50.720 is amended to read:

23 **Sec. 43.50.720. Sale at less than minimum price [COST]; sale with gift or**  
24 **concession.** In all advertisements, offers for sale, or sales involving two or more items  
25 when at least one of the items is cigarettes at a combined price, and in all  
26 advertisements, offers for sale, or sales involving the giving of any gift, concession, or  
27 coupon of any kind in conjunction with the sale of cigarettes, the wholesaler's or  
28 retailer's combined selling price may not be **less than** [BELOW] the **applicable**  
29 **minimum price determined by the department under AS 43.50.810** [ACTUAL  
30 COST TO THE WHOLESALER OR THE ACTUAL COST TO THE RETAILER,  
31 RESPECTIVELY,] of the total of all articles, products, commodities, gifts, and

1 concessions included in the transactions, except that, if any articles, products,  
2 commodities, gifts, or concessions are not cigarettes, the **price** [ACTUAL COST]  
3 shall be **the applicable minimum price determined by the department under**  
4 **AS 43.50.810** [DETERMINED AS PROVIDED UNDER AS 43.50.800].

5 \* **Sec. 5.** AS 43.50.740(c) is amended to read:

6 (c) A manufacturer whose product is sold in the state directly or through an  
7 intermediary shall provide the department with a current price list for all brands of  
8 cigarettes of the manufacturer and shall notify the department at least **three** [10] days  
9 before a price **change** [INCREASE] takes effect.

10 \* **Sec. 6.** AS 43.50.790(a) is amended to read:

11 (a) The department

12 (1) shall administer AS 43.50.710 - 43.50.849;

13 (2) may adopt regulations relating to the administration and  
14 enforcement of AS 43.50.710 - 43.50.849;

15 (3) **shall** [MAY] determine the **applicable minimum price for**  
16 [ACTUAL COST OF] cigarettes **sold by** [TO] a wholesaler or retailer as provided in  
17 **AS 43.50.810** [AS 43.50.800];

18 (4) may, after reasonable notice and hearing, revoke or suspend a  
19 license issued under AS 43.50.010 or 43.50.035 to a person who refuses or neglects to  
20 comply with a provision of AS 43.50.710 - 43.50.849.

21 \* **Sec. 7.** AS 43.50 is amended by adding a new section to read:

22 **Sec. 43.50.810. Minimum prices for cigarette sales.** (a) For the purposes of  
23 AS 43.50.710 - 43.50.849, the department shall determine the minimum price for  
24 which a wholesaler may advertise, offer to sell, or sell cigarettes at wholesale by  
25 applying the following formula:

26 Wholesale Minimum Price = 1.02(M - D + T),

27 where M = the manufacturer's list price;

28 D = trade discounts; and

29 T = the full face value of all cigarette taxes.

30 (b) For the purposes of AS 43.50.710 - 43.50.849, the department shall  
31 determine the minimum price for which a retailer or wholesaler may advertise, offer to

1           sell, or sell cigarettes at retail by multiplying by 1.04 the wholesale minimum price  
2           determined under (a) of this section.

3       \* **Sec. 8.** AS 43.50.730, 43.50.740(a), 43.50.760, 43.50.770, 43.50.800, and 43.50.849(4)  
4       are repealed.