AN ACT

RELATING TO LIQUOR CONTROL; SPECIFYING UNLAWFUL INDUCEMENTS FOR CERTAIN LICENSEES.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF NEW MEXICO:

SECTION 1. A new section of the Liquor Control Act, Section 60-8A-1.1 NMSA 1978, is enacted to read:

"60-8A-1.1. UNLAWFUL INDUCEMENTS.--

A. No retailer licensee, restaurant licensee, club licensee, governmental licensee or licensee that dispenses any kind or class of alcoholic beverage shall directly or indirectly, or through an affiliate, give or permit to be given money or any other thing of substantial value in any effort to induce any person to persuade or influence any other person to purchase, or contract for the purchase of, any particular brand or kind of alcoholic beverages, or to persuade or influence any person to refrain from purchasing, or refrain from contracting for the purchase of, any particular brand or kind of alcoholic beverages.

B. No retailer licensee, restaurant licensee, club licensee, governmental licensee or licensee that dispenses any kind or class of alcoholic beverage shall directly or indirectly, or through an affiliate, receive or otherwise accept an inducement prohibited pursuant to Subsection A of this section."
SECTION 2. EFFECTIVE DATE.--The effective date of the provisions of this act is July 1, 2021.