

***Effective 3/13/2026***

**32B-5-305 Pricing of alcoholic product -- Other charge.**

- (1) Except as provided in Section 32B-2-213, a retail licensee:
  - (a) may sell, offer for sale, or furnish liquor only at a price fixed by the commission; and
  - (b) may not sell an alcoholic product at a discount price on any date or at any time.
- (2)
  - (a) A retail licensee may not sell, offer for sale, or furnish an alcoholic product at less than the cost of the alcoholic product to the retail licensee.
  - (b) A retail licensee may not sell, offer for sale, or furnish an alcoholic product at a special or reduced price that encourages overconsumption or intoxication.
  - (c) A retail licensee may not sell, offer for sale, or furnish an alcoholic product at a special or reduced price for only certain hours of the retail licensee's business day, such as a "happy hour."
  - (d) A retail licensee may not sell, offer for sale, or furnish more than one alcoholic product for the price of a single alcoholic product.
  - (e) A retail licensee may not sell, offer for sale, or furnish an indefinite or unlimited number of alcoholic products during a set period for a fixed price.
  - (f) A retail licensee may not engage in a promotion involving or offering a free alcoholic product to the general public.
- (3) As authorized by commission rule, a retail licensee may charge a patron for providing:
  - (a) a service related to liquor purchased at the licensed premises; or
  - (b) wine service performed for wine carried in by a patron in accordance with Section 32B-5-307.

Amended by Chapter 39, 2026 General Session