

5982

Sponsor(s): Senators Prentice, Hewitt, Doumit, Horn and Reardon

Brief Description: Implementing the liquor control board's retail business plan. Revised for 1st Substitute: Requiring the liquor control board to implement a retail business plan to improve efficiency and increase revenue.

**SB 5982 - DIGEST**

(SUBSTITUTED FOR - SEE 1ST SUB)

Directs the board to immediately devise a retail business plan to implement strategies to improve retail sales operations and maximize revenue-generating opportunities. Strategies to be implemented shall include but are not limited to: (1) Expanding hours of retail sales operations by including Sunday sales in liquor stores according to this act;

(2) Implementing a plan of in-store merchandising, including point-of-sale advertising, and product specific point-of-sale promotional displays and carousels, including displays designed and provided by vendors;

(3) Implementing a plan for in-store merchandising of brands and gift packs; and

(4) Sales of liquor related items and products.

Declares that the following is not considered advertising for the purposes of RCW 66.08.060: (1) Placement of signs that are visible through the window of retail stores;

(2) Use of media designed to be informational regarding locations or hours of operation of retail outlets; and

(3) In-store merchandising, including point-of-sale advertising, and product specific point-of-sale promotional displays and carousels, including displays designed and provided by vendors.

Repeals RCW 66.16.080.