

One Hundred Fourth Legislature - Second Session - 2016

Introducer's Statement of Intent

LB834

Chairperson: Senator Tyson Larson

Committee: General Affairs

Date of Hearing: February 01, 2016

The following constitutes the reasons for this bill and the purposes which are sought to be accomplished thereby:

The ability and practice of large retail outlets to sell alcoholic beverages below cost as an aggressive pricing strategy to increase customer traffic and sales of above higher priced non-alcohol products comes at the cost of locally owned small liquor stores and bars, the sole source of revenue for which is the sale of alcoholic beverages. LB834 would level the playing field for main street businesses thereby sustaining vigorous competition for consumer dollars.

Principal Introducer: _____

Senator Paul Schumacher