

DIVISION OF ALCOHOL AND TOBACCO CONTROL

Mike Kehoe
Governor

Mark S. James
Director, Public Safety



Christin H. Templeton
Acting State Supervisor

INDUSTRY CIRCULAR 25-01

House Bill 199 and House Bill 1041 – Liquor Law Changes

Issued: 10/22/2025

The Division of Alcohol and Tobacco Control (ATC) has assembled information on the changes in the Liquor Control Law as a result of House Bill 199 (HB 199) (2025) and House Bill 1041 (HB 1041) (2025) being signed into law. Every section in each of the bills became effective August 28, 2025, unless stated otherwise. The following is a section by section description of the changes made effective as a result of HB 199 and HB 1041:

House Bill 199¹

[Section 311.084](#) – Creates Entertainment District License Within City of Lake Ozark

House Bill 1041

[Section 311.332](#) – Adds Beer and Spirits to Donated Products for Auction and Raffle

[Section 311.355](#) – Adds Wine to Manufacturer Consumer Cash Rebate Offers

[Section 311.520](#) – Creates New American Brewery Malt Liquor Tax

[Section 311.550](#) – Changes Distribution of Wine Tax Collections

[Section 311.554](#) – Changes Distribution of Wine Tax Collections

[Section 311.2026](#) – Extends Hours of Operation During 2026 FIFA World Cup

Section by Section Summary

[Section 311.084](#) – Creates Entertainment District License Within City of Lake Ozark

Summary of provision/s: This new provision creates an entertainment district special license within the city of Lake Ozark. A person who possesses the qualifications and meets the requirements as an entertainment district can apply for an entertainment district special license to sell intoxicating liquor by the drink for consumption which is dispensed from portable bars within the entertainment district common area on Sundays from 6:00 a.m. to 1:30 a.m. the next

¹ HB 199 changed a number of statutes. For the purpose of this legislative update, only the statutory changes that impacted Missouri Liquor Control Law have been included.

day, and Mondays through Saturdays from 6:00 a.m. to 3:00 a.m. the following day. The license fee is \$300 per year. Hours of operation within the entertainment district common area can be less than the allowed hours and are determined by the entertainment district special license holder. Additionally, persons may leave licensed establishments located in the entertainment district with alcoholic beverages and consume them within other licensed establishments and common areas within the entertainment district. All licensees within the entertainment district must serve alcohol in containers that display the name, logo, or other mark that identifies which licensee sold the alcohol. When persons are permitted to consume intoxicating liquor from portable bars and in the common areas of the entertainment district, the entertainment district shall ensure minors are easily distinguishable from persons of legal buying age.

Please note, all individual licensees operating within portions of the entertainment district are limited to the hours of operation and days of operation allowed by their individual liquor license(s).

[Section 311.332 – Adds Beer and Spirits to Donated Products for Auction and Raffle](#)

Summary of provision/s: Previously, manufacturers, wholesalers, retailers, and unlicensed person could only donate wine in the original package to a charitable or religious organization or educational institution for the sole purpose of being auctioned by the organization or institution for fund-raising purposes. This provision adds beer, malt liquor, and spirits to products that may be donated to these organizations or institutions for such purposes, and expands the fundraising options to include auction or raffle.

Please note, donations of intoxicating liquor by manufacturers and wholesalers under subsection 2 of this section are still limited to beer, wine, and brandy.

[Section 311.355 – Adds Wine to Manufacturer Consumer Cash Rebate Offers](#)

Summary of provision/s: Previously, only manufacturers of spirits were allowed to offer consumer cash rebates. This provision now also allows wine manufacturers to offer consumer cash rebates. Beer (malt liquor) manufactures are still excluded.

[Section 311.520 – Creates New American Brewery Malt Liquor Tax](#)

Summary of provision/s: Previously, all malt liquor (beer) was charged an excise tax rate of \$1.86 per barrel, or \$0.06 per gallon. This provision continues the tax rate of \$1.86 per barrel for foreign import malt liquor and creates a new tax rate of \$0.62 per barrel, or \$0.02 per gallon, for American brewery malt liquor. This change begins with the January 2026 tax period, thus the tax adjustment will first appear on February reports, when January sales are reported. Additionally, effective August 28, 2025, all invoices must identify the country of origin for each foreign import malt liquor on the invoice.

.

[Section 311.550 – Changes Distribution of Wine Tax Collections](#)

[Section 311.554 – Changes Distribution of Wine Tax Collections](#)

Summary of provision/s: Currently, all wine is charged an excise tax of \$0.42 per gallon, of which \$0.30 per gallon is deposited to the agriculture protection fund and \$0.12 per gallon is deposited to the Missouri wine and grape fund. Beginning July 1, 2026, this provision maintains the same excise tax rate of \$0.42 per gallon, but decreases the amount deposited to the agriculture protection fund to \$0.21 per gallon and increases the amount deposited to the Missouri wine and grape fund to \$0.21 per gallon.

[Section 311.2026 – Extends Hours of Operation During 2026 FIFA World Cup](#)

Summary of provision/s: This new provision temporarily allows all retailers licensed to sell by the drink for consumption on the premises to operate twenty-four hours a day and sell, serve, and allow consumption of alcoholic beverages between the hours of 6:00 a.m. and 5:00 a.m. the following day during the 2026 FIFA World Cup Tournament from June 11, 2026, through July 19, 2026. No additional license is required for these extended hours of operation. However, the days of operation are still limited to what the primary license allows, so a Sunday license may be required.

Please note, any city, county, district, or other political subdivision in this state that objects to the extension of hours for licensees within its jurisdiction can exempt itself by ordinance. Retailers are therefore encouraged to check with the governing body of such political subdivision to ensure it has not done so before expanding hours of operation during this timeframe.

ATC has posted this public advisory to answer questions that may revolve around House Bill 199 and House Bill 1041. This advisory only addresses state liquor laws and does not impact local liquor laws that could be more restrictive. If you have additional questions regarding any of the above, please contact your ATC district office for clarification or assistance at 573-751-2333. For a full directory visit us at '[Contact Us](#)'. Please check the ATC website regularly for updates.