

Summary of Liquor Advertising Laws/Rules

<u>Novelty items</u> (lighters, napkins, coasters, hats, wearing apparel, mugs, menu cards, and similar branded items)	
Allowed	Prohibited
MDI <i>sale</i> of novelty items to R.	MDI provision to R of <i>free</i> novelty items to R.
<u>Point of sale materials</u>	
Allowed	Prohibited
MDI provision of items such as display cards, table tents, matches, and calendars for display at the point of sale. (Items have no value except as brand advertisement and remain the property of MDI.)	MDI provision of signs which have functional value such as illumination for cash registers and pool tables.
MDI provision of giant inflatables (under conditions).	
MDI provision of animal mascots and costumed individuals (under conditions).	
<u>Joint advertising/information</u>	
Allowed	Prohibited
MDI provision of information (as opposed to advertising) about a retailer.	Generally, MDI advertising on behalf of R.
MDI purchase of advertising in brochures for use at sporting arenas which have a R.	MDI provision of brochures for use at sporting arenas which have a R.
MDI arrangements with a sports/entertainment facility licensee or affiliated business for brand advertising or promotion of events.	
Wineries and breweries and R provision of information about each other on websites and linking to each other on websites.	
Wineries and R production of joint brochures and materials, and also with wine industry associations.	

MDI = Manufacturer, distributor, and importer.
R = Retailer

Prepared For: *Joint Select Committee on Beer and Wine Regulation
Work Session on September 9, 2008*
Prepared By: *Joan Elgee, Office of Program Research*

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<u>Joint advertising/information</u>	
Allowed	Prohibited
Retailer provision of brand name of beer and wine in advertising (under conditions).	
MDI provision of advertising of beer or wine at tasting or judging events.	
<u>Contests and coupons</u>	
Allowed	Prohibited
MDI offer of premium or prize on completion of coupon, contest, or competitive event.	MDI advertisement of redemption of premiums or prizes by R.
R offer of discount/coupon to consumer, as long as price not below cost of acquisition.	
<u>Other</u>	
Allowed	Prohibited
R provision of free drink to customers under limited circumstances, such as on a customer's birthday or to compensate for unsatisfactory products or services.	R advertising or sale at less than cost and "two for one" drinks.
	MDI and R promotional activities on college and university campuses.
	Use of sound trucks.
	MDI provision of gifts, treats, or services to R.
	MDI gifts of beer or wine to any person (some exceptions).
	Outdoor advertising in proximity to schools, churches, or playfield when objection.
	Depictions of children or placement of advertising in any publication associated with elementary or secondary school.

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