

AT-A-GLANCE

OAR 845-015-0130 Advertising a Retail Liquor Store

Final Action

(To amend an existing rule)

April 2010

This rule describes the specific advertising the Commission allows a retail sales agent to use to advertise a retail liquor store.

The petitioner, Saleem Noorani (a Corvallis liquor agent), requests amendment of the rule to provide much more flexibility in what advertising, including outside signage, a liquor store would be allowed to utilize. It also proposes to allow a liquor store website to list all of the distilled spirits brands they carry.

The petitioner asserts that the current rule is outdated and does not reflect today's current market conditions or available technology. They also contend that the proposed rule amendments would provide more advertising equity between liquor stores and other alcohol retailers, as well as between liquor stores and distilled spirits suppliers.

The public comment we received is in my attached report.

SUGGESTED MOTION:

*I move to amend OAR 845-015-0130,
effective May 1, 2010.*