

AT-A-GLANCE

OAR 845-015-0130 Advertising a Retail Liquor Store

Petition for Rulemaking/possible Initial Action

(To amend an existing rule)

October 2009

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 the specific brands of distilled spirits 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The petitioner asserts that the current rule is outdated and does not reflect today's current market conditions or available technology.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 their 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 comments we received in response to the public notice are in my attached report.

Staff recommends that you accept the petition.

POSSIBLE MOTIONS:

I move to accept the petition for rulemaking to amend OAR 845-015-0130, to initiate rulemaking on this matter, and to hold a rulemaking hearing on this matter at staff's discretion.

....or....

I move to deny the petition to amend OAR 845-015-0130.