

OREGON LIQUOR CONTROL COMMISSION
CHAPTER 845
PROPOSED AMENDMENT – Final Staff Draft

Note: **Bold and underlined** = new text; *italics and strikethrough* = deleted text

845-015-0130

Advertising a Retail Liquor Store

(1) The Commission allows a retail sales agent to place:

(a) A public notice about a retail liquor store in a general readership local publication, with prior approval;

(b) An exterior sign on a retail liquor store, with prior approval for sign and contents. Subject to prior approval for sign and contents, retail liquor stores located within another retail business or building may place an exterior sign at the immediate entrance to the retail liquor store, and place an exterior sign on the outside of the main building within which the retail business and the retail liquor store are located;

(c) A "mixer shop" sign on an exclusive retail liquor store if it is in smaller size and different color; and

(d) A retail liquor store listing on a shopping center directory, map and roadside tenant reader board.

(1) A retail sales agent may advertise a retail liquor store with prior Commission approval. This approval shall be based on the standards contained in the Retail Operations Manual.

(2) The Commission prohibits any advertising that contains material so appealing to minors that it encourages them to purchase, possess, or drink alcoholic beverages (OAR 845-007-0020(1)(e)).

~~(2)~~ **(3)** A retail sales agent may support a local, non-profit community event and receive recognition for that support if the recognition given is the same as the minimum allowed for other supporters.

~~(3)~~ **(4)** Agents may not use or refer to specific brand names of distilled spirits in their advertising **other than in a liquor store website that lists all brand names carried in their inventory. Prices may be included within the brand name website advertising.**

Stat. Auth.: ORS 471, **including ORS** 471.030, 471.730(1) & (5), **& 471.750**
Stats. Implemented: ORS 471.750(1) & 471.750(2)