

**OREGON LIQUOR CONTROL COMMISSION**  
**Wholesale & Manufacturing Information Program**

**“HAPPY HOUR” ADVERTISING**  
**Frequently Asked Questions**

Oregon Administrative Rule 845-007-0020(2) governs references to temporary price reductions. The words “happy hour” and other similar terms may not be advertised outside of the licensed premises if the business offers temporary price reductions on alcoholic beverages. These terms may be used in advertising only if the premises does not offer reduced price alcohol during the “happy hour” period. The premises may offer reduced prices on food or entertainment during that time.

Following are frequently asked questions about “happy hour” advertising:

Q: If external advertising says “Great prices on our happy hour food from 4 - 6 pm”, is there a problem?

*A: Maybe. If the establishment has discounted drinks during the advertised time, there is a violation. If they are only offering discounts on food during that time there is no violation.*

Q: Is Internet advertising considered to be outside of the licensed premises?

*A: Yes. Discounted alcoholic drinks may not be advertised on the Internet.*

Q: What if there is no reference to any kind of a discount, but the external advertising says “LadiesNight Wednesdays”?

*A: There is a violation if discounted alcoholic drinks are offered on “Ladies Night Wednesdays”.*

Q: Can a retailer advertise the regular price of an alcoholic drink outside of the licensed premises?

*A: Yes. There is nothing that prohibits a retailer from advertising the regular price of alcoholic beverages outside the licensed premises.*

Q: Can a retailer have a voice message that talks about discounted drinks?

*A: No. That would be considered to be advertising outside of the licensed premises.*

For clarification or more information, contact Lynne Johnson at (503) 872-5188 or [lynne.johnson@state.or.us](mailto:lynne.johnson@state.or.us).