

OREGON LIQUOR CONTROL COMMISSION

Happy Hour Advertising Guidelines

The rule restricting advertising, OAR 845-007-0020, has been revised effective May 1, 2010. Businesses may now advertise "Happy Hour" or similar terms outside of their establishment. This includes signs, radio, tv, newspaper, magazines, and the internet.

WHAT IS ALLOWED UNDER THE REVISED RULE?

- **Using "Happy Hour" or similar terms**

Businesses can use terms such as "Happy Hour," that reference discounts on food and/or alcohol. Advertisements can also include the time period of the promotion. The time period includes specific hours of the day, and words that reference time (Thursday, St. Patrick's Day, hour, night).

Examples: Happy Hour Daily 4PM-6PM
Tightwad Tuesday 3PM-7PM
After Work Special – Monday thru Friday
New Year's Eve Drink Specials
Ladies Night Margaritas

WHAT IS NOT ALLOWED UNDER THE REVISED RULE?

- **Advertising a reduced price or discount on alcohol that is available only during specified days or times**

If it is not the everyday price, references to discounts or reduced prices on alcohol and specific time periods or time reference is prohibited.

Examples: Happy Hour Margaritas \$4
\$2 Draft Beer on Thursdays
\$1 off Draft Beer Weekdays 5PM-7PM
New Year's Eve Half-Price Martinis
Ladies Night Margaritas 25% off

- **Advertising a reduced price for the purchase of multiple drinks is prohibited**

Advertising drink specials in which a customer must purchase more than one drink in order to receive the special price is prohibited.

Examples: Buy One - Get One Free
Two for One Margaritas
Martinis - Buy Two, Get One Free

The law has always allowed advertising the everyday price of alcoholic beverages:

- in menus posted in your business's windows
- on the web
- in print or other media advertising



OAR 845-007-0020 was revised to allow businesses to advertise Happy Hour outside of their establishment.

For more information contact:

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The mission of the OLCC is to promote the public interest through the responsible sale and service of alcoholic beverages.

www.oregon.gov/OLCC