For your information

The Oregon Liquor Control Commission has:

- Amended
- Adopted
- X Repealed

OAR 845-015-0130

Effective: 6/29/16

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

845-015-0130

Advertising a Retail Liquor Store

(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)).

(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.

(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, 471.030, 471.730(1) & (5) & 471.750
Stats. Implemented: ORS 471.750(1) & (2)
Hist.: LCC 26-1986, f. 11-20-86, cert. ef. 1-1-87; OLCC 16-1990, f. 6-29-90, cert. ef. 7-1-90; OLCC 15-1991, f. 9-30-91, cert. ef. 10-1-91; OLCC 2-2003, f. 1-27-03, cert. ef. 2-1-03; Renumbered from 845-015-0090; OLCC 10-2003, f. 7-22-03, cert. ef. 9-1-03; OLCC 10-2006, f. 7-19-06, cert. ef. 8-1-06; OLCC 5-2010, f. 4-19-10, cert. ef. 5-1-10

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