

OREGON LIQUOR CONTROL COMMISSION
CHAPTER 845
PROPOSED AMENDMENT

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

845-007-0020
Restrictions

- (1) The Commission prohibits advertising if it contains:
 - (a) False or misleading information;
 - (b) Claims that the alcoholic beverage has curative or therapeutic effects;
 - (c) Claims that any government agency endorses or supports the alcoholic beverage;
 - (d) The requirement of purchasing an alcoholic beverage in order to receive a prize or merchandise unless the manufacturer or wholesaler donates the prize or merchandise to a charitable cause or community non-profit entity;
 - (e) Material so appealing to minors that it encourages them to purchase, possess, or drink alcoholic beverages;
 - (f) A person displayed drinking an alcoholic beverage;
 - (g) Material that encourages the use of an alcoholic beverage because of its intoxicating effect;
 - (h) Statements or illustrations that an alcoholic beverage causes athletic or artistic success;
 - (i) Material that encourages excessive or rapid consumption.

~~(2) The Commission prohibits references to temporary price reductions for alcoholic beverages to be consumed on the licensed premises. These references include "happy hour," "dimers," "two-for-one," "social adjustment hour," "free," or similar terms. The licensee may make references to temporary price reductions inside the licensed premises if the reference is not visible from the outside.~~

(2) The Commission prohibits any advertising of the promotional practices that are prohibited under OAR 845-006-0345(10). In addition, the Commission prohibits advertising outside the licensed premises that contains the price of an alcoholic beverage to be consumed on the

premises if the advertised price is a temporarily reduced price (for example, \$2.00 draft beer on Fridays or \$4.50 well drinks 4:00 – 6:00 p.m.).

(3) The Commission prohibits advertising that violates OAR 845-015-0130 (Advertising a retail liquor store).

(4) The Commission prohibits manufacturers and wholesalers from giving retailers point-of-sale items and advertising that the financial assistance laws prohibit (ORS 471.398 and 471.400 and OAR 845-013-0050).

Stat. Auth.: ORS 471-~~ORS 472~~, including ORS 471.030, & 471.730(1) & (5)
Stats. Implemented: ORS 471.730(7)