

14B NCAC 15B .1007 ADVERTISING OF ALCOHOLIC BEVERAGES BY INDUSTRY MEMBERS

(a) Billboards; Media. Industry members may advertise alcoholic beverages on outdoor billboards, by radio, television, newspaper, magazine, the internet, and social media. Industry members shall not display billboards or signs on the premises of a retail permittee's establishment or in areas where sale of that product is unlawful.

(b) Aerial Display. Industry members may advertise by aerial displays or tethered inflatables, including banner-towing, hot air balloons and parachutes, if:

- (1) The industry member submits one or more photographs or drawings of the displays to the Commission at legal@abc.nc.gov and receives prior written approval;
- (2) The advertising on the aerial display conforms with all other rules in this Section; and
- (3) The aerial display or inflatable is not placed on or over the premises of a retail permittee.

(c) Delivery Trucks and Uniforms. Trucks owned or leased by an industry member may be used for advertising purposes, limited to the permittee's name or trade name and the brand names, slogans, house marks, or trademarks of the alcoholic beverages manufactured or sold by the permittee. Wholesale permittees and spirituous liquor industry members may display on their employee uniforms the name of their company and the brand names of the products they are authorized to represent.

(d) Other Signs. Industry members may maintain signs required by the laws of the United States to be displayed on their premises and signs indicating the brand names of alcoholic beverages sold by them, including the word "beer," "wine," "spirituous liquor," or words describing malt beverages, wine, or spirituous liquor.

(e) Price. Industry members shall not advertise the prices of their alcoholic beverages. A wholesaler may give to retail permittees a wholesale price list that contains the brand names and prices of the wholesaler's products.

(f) College Campuses. Industry members shall submit print advertising, including posters, flyers, display ads, or point-of-sale materials that are published for distribution to college students or for dissemination on college campuses, to the Commission at legal@abc.nc.gov for review and approval before use. Industry members who submit advertising at least one month before distribution deadlines will be given priority for review.

(g) Listings of Available Product Locations. Industry members may advertise and assist consumers to locate the names and locations where their alcoholic beverage products are sold in the State, subject to the following conditions:

- (1) The list includes all retail permittees and ABC stores selling an industry member's products in the State by a searchable electronic database available to the public; and
- (2) The industry member reviews and updates the list of retail permittees and ABC stores in six-month intervals.

(h) Comments Posted on Retailers' Sites. Industry members may post a comment or reaction by text or symbol on a retailer's website or social media but shall not copy and repost the retailer's message.

History Note: Authority G.S. 18B-100; 18B-105; 18B-207;

Eff. January 1, 1982;

Amended Eff. July 1, 1992; May 1, 1984;

Transferred and Recodified from 04 NCAC 02S .1009 Eff. August 1, 2015;

Pursuant to G.S. 150B-21.3A, rule is necessary without substantive public interest Eff. August 20, 2016;

Amended Eff. February 1, 2026.