
March 28, 2008

ABC INDUSTRY NOTICE - Guidelines for Liquor Promotions in Kansas

Dear Kansas Suppliers, Manufacturers and Distributors:

This notice provides guidelines for liquor promotions in Kansas. If you follow these guidelines, you do not need to seek approval from the ABC. If you are unsure, please contact the ABC Marketing Unit at 785-296-4312. Emails are preferred and may be sent to ABC_Marketing_Unit@kdor.state.ks.us.

COUPONS, PREMIUMS, REBATES AND REFUNDS:

- Industry members (manufacturers, suppliers, distributors and their agents) may offer coupons, premiums, rebates and refunds through retailers to retail customers if they are to be redeemed by the industry member or their agents and **not** by the retailer.
- A premium may or may not be conditioned upon the purchase of an alcoholic beverage.
- The retailer shall not be compensated in any manner for providing this service to the industry member.
- Officers, employees and representatives of distributors and retailers shall be excluded from participation. K.A.R. 14-10-11(b)
- The Director has interpreted this regulation to also permit redemption of such coupons for free or discounted non-alcoholic items at grocery stores.

DISCOUNT COUPONS:

- Industry members shall not distribute discount coupons for their products directly to consumers, by mail, newspaper, internet or otherwise, which would be redeemable when purchasing the product from a licensed retailer.
- Such coupons would necessarily require a reimbursement by the industry member to the retailer, which would be a violation of K.A.R 14-10-11(b).

SWEEPSTAKES and RAFFLES:

- Industry members may conduct sweepstakes or raffles for the public to participate in as long there is no charge for participation or purchase of an alcoholic beverage required.
- The prize cannot include any alcoholic beverage. K.A.R. 14-13-13(g)
- Officers, employees, representatives and agents of distributors and retailers shall be excluded from participation. K.A.R. 14-10-11(b)
- Entry forms for a sweepstakes conducted by an industry member may be placed in retailer premises or made available on the internet website of the industry member or their agent.
- For raffles conducted by an industry member offered to consumers at a retail liquor store, the consumers may pick up the raffle entry forms at the store but must mail them to the manufacturer or distributor or agent thereof.
- Entry forms may be in the form of a tear-pad **but not in the form of neck-hangers on bottles or tear-pads which look like neck-hangers.**
- The selection of the winner shall **not** take place on the retail liquor store's premises.

ADDITIONAL INFORMATION:

For additional information, please visit our Kansas Statutes, Regulations and Handbooks located at:
<http://www.ksrevenue.org/abcstatutes.htm>

Thank you in advance for your compliance with this notice.

Original signature on file

Thomas W. Groneman
Director of Alcoholic Beverage Control

cc: Marketing Unit
Licensing Segment
Enforcement Chief and Enforcement Agents
Licensee Administrative Actions Unit
Assistant Attorney General