



KANSAS ADMINISTRATIVE REGULATIONS

Agency 14 - Division of Alcoholic Beverage Control

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Article 8 - ADVERTISING

(Last amended in 2007)

14-8-1. "Advertisement" defined. The word "advertisement," as used in this article, means any advertisement of alcoholic liquor through the medium of radio, television, newspapers, periodicals, circulars, pamphlets, or other publications or any sign or outdoor advertisement or any other printed or graphic matter.

(Authorized by K.S.A. 41-211, K.S.A. 1987 Supp. 41-714, 41-210; effective Jan. 1, 1966; amended Sept. 26, 1988.)

14-8-2. Prohibited statements and restrictions in the advertising of alcoholic liquor. (a) Advertisements of alcoholic liquor shall not contain any of the following:

- (1) Any statement, design, device or representation that is false or likely to mislead the consumer;
- (2) any statement, design, device, or representation that is obscene, as defined by K.S.A. 21-4301(c)(1) and amendments thereto; or
- (3) any statement concerning the brand of alcoholic liquor that is inconsistent with any statement on the labeling.

(b) Cooperative advertising by two or more retail liquor stores shall be permitted, but advertisements for retail liquor stores shall not directly or indirectly imply, state, or suggest to the public that multiple retail liquor stores have the same ownership or are part of a chain or franchise of retail liquor stores.

(c) Each advertisement shall conspicuously state the full "doing business as" name of each licensed premises included in the advertisement. This name shall be at least as prominent as the stated location of the licensed premises. (Authorized by K.S.A. 41-210, K.S.A. 41-211, and K.S.A. 2006 Supp. 41-714; implementing K.S.A. 41-211 and K.S.A. 2006 Supp. 41-714; effective Jan. 1, 1966; amended Jan. 1, 1971; amended, E-81-36, Dec. 10, 1980; amended, E-82-9, April 27, 1981; amended May 1, 1981; amended May 1, 1982; amended May 1, 1983; amended May 1, 1987; amended Dec. 28, 2007.)

14-8-3. Public display of alcoholic liquor regulated. No public display of alcoholic liquor, except domestic table wine as provided by K.A.R. 14-11-15, intended for retail sale for purposes of consumption shall be made in any place or at any other location than the licensed premises. (Authorized by K.S.A. 41-210, K.S.A. 41-211, K.S.A. 2006 Supp. 41-714; implementing K.S.A. 2006 Supp. 41-714; effective Jan. 1, 1966; amended, E-80-28, Dec. 12, 1979; amended May 1, 1980; amended Dec. 28, 2007.)

14-8-4. (Authorized by K.S.A. 41-211; implementing 1983 Supp. K.S.A. 41-714(d); effective Jan. 1, 1966; amended Jan. 1, 1971; amended Feb. 15, 1977; amended, E-80-28, Dec. 12, 1979; amended May 1, 1980; amended May 1, 1982; amended May 1, 1984; revoked May 1, 1988.)

14-8-5. (Authorized by K.S.A. 41-210, 41-714, K.S.A. 1980 Supp. 41-211; effective Jan. 1, 1966; amended Jan. 1, 1974; amended, E-80-28, Dec. 12, 1979; amended May 1, 1980; amended May 1, 1981; revoked May 1, 1988.)

14-8-6. Advertising on vehicles prohibited. Alcoholic liquor shall not be advertised on any vehicle except that company names, brand names, and logos may appear on vehicles owned by or leased to licensed distributors, manufacturers, nonbeverage users, microbreweries and farm wineries, including any vehicle that is authorized to transport alcoholic liquor pursuant to K.A.R. 14-5-2.

(Authorized by K.S.A. 1987 Supp. 41-210, K.S.A. 41-211; implementing K.S.A. 1987 Supp. 41-714; effective Jan. 1, 1966; amended Jan. 1, 1974; amended May 1, 1986; amended Sept. 26, 1988.)

14-8-7. House-to-house, door-to-door solicitation prohibited. (a) A manufacturer, importer, distributor, club, drinking establishment, caterer, temporary permit holder, farm winery, microbrewery or retailer shall not, directly or indirectly, solicit from house-to-house, from door-to-door, personally, by telephone, by mail or to places of business other than licensed premises authorized by these regulations the purchase or sale of alcoholic liquor, and shall not allow, permit, or suffer any solicitation.

(b) Seminars conducted by manufacturers or distributors, when authorized by the director, may be conducted pursuant to K.A.R. 14-14-6 for other licensees and their employees only.

(Authorized by K.S.A. 1987 Supp. 41-210, K.S.A. 41-211; implementing K.S.A. 1987 Supp. 41-714; effective Jan. 1, 1966; amended, E-80-28, Dec. 12, 1979; amended May 1, 1980; amended May 1, 1986; amended Sept. 26, 1988.)

14-8-8. Signs on buildings prohibited. No signs advertising alcoholic liquor shall be painted or in any manner exhibited on the exterior or interior of any building.

(Authorized by K.S.A. 41-211, 41-714, K.S.A. 1965 Supp. 41-210; effective Jan. 1, 1966.)

14-8-9. (Authorized by K.S.A. 41-211, 41-714, K.S.A. 1970 Supp. 41-210; effective Jan. 1, 1966; amended Jan. 1, 1968; amended Jan. 1, 1971; revoked May 1, 1986.)

14-8-10. (Authorized by K.S.A. 41-210, 41-211; implementing K.S.A. 41-714; effective Jan. 1, 1966; amended Jan. 1, 1971; amended May 1, 1983; revoked May 1, 1986.)

14-8-11. (Authorized by K.S.A. 41-210, 41-714, K.S.A. 1979 Supp. 41-211; effective Jan. 1, 1966; amended Jan. 1, 1968; amended Jan. 1, 1970; amended Jan. 1, 1972; amended Jan. 1, 1974; amended, E-80-28, Dec. 12, 1979; amended May 1, 1980; revoked May 1, 1988.)

14-8-12. Advertising by photographs of licensed premises prohibited. No photographs of the interior or exterior of a retailer's or a distributor's licensed premises shall be used in any manner to advertise or display alcoholic liquors.

(Authorized by K.S.A. 41-211, 41-714, K.S.A. 1965 Supp. 41-210; effective Jan. 1, 1966.)

14-8-13. (Authorized by K.S.A. 41-211, 41-712, 41-714, K.S.A. 1970 Supp. 41-210; effective Jan. 1, 1966; amended Jan. 1, 1971; revoked May 1, 1986.)