

**STATE OF KANSAS**

*Bill Graves, Governor*

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Division of Alcoholic Beverage Control  
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**DEPARTMENT OF REVENUE**

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Division of Alcoholic Beverage Control

July 31, 2002

**ABC Notice – “Doing Business As” Names**

Dear Retail Liquor Store Licensee,

As you know, the Kansas Liquor Control Act has specific requirements and qualifications that must be met in order to obtain a retail liquor store (RLS) license. Several specific restrictions exist that prohibit corporate or multiple ownership of RLSs. There was a modification to the statutes several years ago that allows a husband and wife to each have a RLS license.

The ABC Division is receiving an increasing number of inquiries and complaints concerning the perception of multiple or corporate ownership of RLSs. “Doing business as” names (dba) and store locations have fueled the fears of many that corporate or multiple ownership is occurring.

In response to this “dba” issue, the Secretary of Revenue recently invoked a new regulation, K.A.R. 14-13-15, that provides a tool for the Division to restrict the use of “dba” names that “suggest to the public that multiple stores are part of a chain or are owned or operated by a corporation. “Dba” names will now be subject to the Director’s approval.” This new regulation is K.A.R. 14-13-15 “Doing Business As” Names. The new regulation requires applicants for a retail liquor store license to include in the license application the “dba” name by which the applicant wishes to operate the store. Any “dba” name that, under the circumstances and situation, suggests to the public multiple or corporate ownership will not be approved. The regulation also requires the “dba” name to be posted either inside or outside the store.

The new regulation is in effect and the intent of this ABC Notice is to inform RLS licensees of the regulation and its requirements. The text of the regulation is provided on the back of this notice. The Division will work with current licensees whose “dba” names violate the new regulation on a case-by-case basis. If you have any questions, please don’t hesitate to contact us.

Sincerely,

*Original signed and on file*

R.G. Longino

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**14-13-15. “Doing business as” names.** (a) Each applicant for a retail liquor store license shall include in the license application the “doing business as” (d/b/a) name by which the applicant wishes to operate the store for which licensure is sought.

(b) An application with a d/b/a name that suggests to the public that multiple stores are part of a chain or are owned or operated by a corporation shall not be approved by the director.

(c) Each liquor store shall post its d/b/a name within the store or on the exterior of the store. (Authorized by K.S.A. 41-210; implementing K.S.A. 41-104, 41-210, 41-211, and K.S.A. 2001 Supp. 41-311; effective July 5, 2002.)