

7515.0710 DEFINITIONS.

Subpart 1. **Scope.** As used in parts 7515.0700 to 7515.0780, the following terms shall have the meanings ascribed in subparts 2 to 7.

Subp. 2. **Advertisement.** The term "advertisement" includes any advertisement of intoxicating liquor through the medium of radio or television; or of newspapers, magazines, or similar publications; or of any sign or outdoor advertisement; or of any other printed or graphic matter, including trade booklets, menus, and wine cards; except that such term shall not include:

A. Any label affixed to any container of intoxicating liquor or any individual covering, carton, or other wrapper of such container.

B. Any editorial or other reading matter in any periodical or publication or newspaper, or on any radio or television broadcast (or audio matter thereon) for the preparation or publication of which no money or other valuable consideration is paid or promised, directly or indirectly, by any person subject to parts 7515.0700 to 7515.0780.

Subp. 3. [Repealed, 27 SR 1580]

Subp. 4. **Distilled spirits.** "Distilled spirits" means ethyl alcohol, ethanol, or spirits of wine, including all dilutions and mixtures thereof, from whatever source or by whatever process produced, for beverage use, and shall include but not be limited to neutral spirits, whiskey, brandy, rum, gin, vodka, cordials, and liqueurs. Any intoxicating liquor containing more than 24 percent of alcohol by volume shall be deemed to be distilled spirits.

Subp. 5. **Wine.** The term "wine" means any fermented intoxicating liquor produced from grapes, fruit, or other agricultural products, and includes but is not limited to, still wines, champagne and other sparkling wines, carbonated wines, imitation wines, vermouth, cider, perry, sake, or other product offered for sale or sold as wine.

Subp. 6. **Malt beverage.** The term "malt beverage" means intoxicating liquors obtained by the alcoholic fermentation of an infusion or decoction of barley malt and hops in drinking water and containing more than 3.2 percent of alcohol by weight.

Subp. 7. **Person.** "Person" means any individual, partnership, joint stock company, business trust, association, corporation, or other form of business enterprise, including a receiver, trustee, or liquidating agent.

Statutory Authority: *MS s 14.06; 299A.02; 340.507*

History: *27 SR 1580*

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