

**7515.0720 MANDATORY STATEMENTS.**

Subpart 1. **Responsible advertiser.** The advertisement must state the name and address of the producer, manufacturer, bottler, importer, wholesaler, or retailer responsible for its publication. Street name and number may be omitted in the address.

Subp. 2. **Class, type, and distinctive designation.** The advertisement must contain a conspicuous statement of the type or other designation of the product, corresponding with the complete designation which appears on the brand label of the product.

Subp. 3. **Alcoholic content.** In the case of distilled spirits, the alcoholic content must be stated in the manner and form in which it appears on the labels of distilled spirits advertised.

Subp. 4. **Percentage of neutral spirits and name of commodity.** In the case of distilled spirits, other than cordials, liqueurs, and specialties, produced by blending or rectification, if neutral spirits have been used in the production, the advertisement must state the percentage of neutral spirits used and the name of the commodity from which the neutral spirits have been distilled in substantially the manner and form in which these statements appear on the labels of the distilled spirits advertised. In the case of neutral spirits or of gin produced by a process of continuous distillation, the advertisement must state the name of the commodity from which the neutral spirits or gin has been distilled substantially in the manner and form in which this statement appears on the labels of the distilled spirits advertised.

Subp. 5. **Line or brand advertisements.** Where an advertisement does not mention a specific product but merely refers to a class of alcoholic beverages (such as whiskey) and the advertiser markets more than one brand of alcoholic beverages of that class, or where the advertisement refers to several classes of alcoholic beverages (such as whiskey, brandy, rum, gin, and liqueur) marketed under a single brand, the only mandatory information prescribed by this part applicable to the advertisement would be the name and address of the responsible advertiser.

Subp. 6. **Retail establishments.** Advertisements by retail establishments which merely refer to the availability of alcoholic beverages in such establishments but which otherwise make no reference to a specific brand are subject only to the prohibited statements provisions of parts 7515.0740 and 7515.0750.

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

**History:** *27 SR 1580*

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