

7515.0760 STATEMENTS OF ACTS PROHIBITED.

Subpart 1. **In general.** All local advertising shall also be subject to the provisions of parts 7515.0700 to 7515.0780 as stated in this part.

Subp. 2. **Prohibitions on advertisements' contents.** No advertisement of alcoholic beverages shall contain:

A. Any illustration of a person which is not dignified, modest, or in good taste, or depicts a person in provocative dress or consuming a drink. Any family scene in which is portrayed a child or objects (such as toys) suggestive of the presence of a child, or in any manner portrays the likeness of a child, or contains any matter to appeal to immature persons.

B. Any statement that is false or misleading in any manner.

C. Any statement, design, device, or representation which is obscene or indecent.

D. Any statement concerning a brand of intoxicating liquor that is inconsistent with any statement on the labeling thereof.

E. Any statement, design, device, or representation relating to any guaranty unless such guaranty is enforceable.

F. Any statement describing such liquor to be beneficial and healthful.

G. Any statement, design, or device relating to biblical characters or to any public official, agency, or branch of the federal, state, or local governments, including former presidents of the United States.

H. Any statement, design, device, or pictorial representation capable of being construed as relating to the armed forces of the United States, or the American flag, or any emblem, seal, insignia, or decoration associated with such flag or armed force.

I. Any statement relating to the giving away of alcoholic beverages, premiums, or novelties in connection with the sale of any alcoholic beverages.

Subp. 3. **Restrictions on items given away.** No alcoholic beverages, prizes, or premiums shall be given away in connection with the sale of alcoholic beverages, except that consumer's advertising specialties, such as ash trays, bottle or can openers, corkscrews, paper shopping bags, matches, printed recipes, wine lists, leaflets, blotters, post cards, pencils, stirrers, glassware, calendars, notebooks, playing cards, greeting cards, folding knives, or any similar articles which bear advertising matter may be furnished or given to consumers. The distribution of such advertising specialties shall be limited to the licensed premises only. Such advertising specialties shall be submitted to and approved by the commissioner before distribution.

Subp. 4. **Restrictions on references and statements.** No advertisement or display of intoxicating or malt liquor shall contain any statement or illustration of or reference to a bank, bank deposit book, money, gambling, or quotations such as "Moving," "Going Out of Business," "Reduction of Stock," "Sale of Damaged Stock," "School or College Athletics," or "Pay Checks," in any form of advertising. However, such references may be included in or on show windows in or on licensed premises.

Subp. 5. **Restrictions on display.** No display of any intoxicating liquor shall be made in any place except the licensed premises.

Subp. 6. [Repealed, 27 SR 1580]

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

History: *27 SR 1580*

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