

1 AN ACT relating to the advertising of alcoholic beverages.

2 ***Be it enacted by the General Assembly of the Commonwealth of Kentucky:***

3 ➔Section 1. KRS 244.130 is amended to read as follows:

4 (1) Except in conformity with administrative regulations of the board, no licensee under
5 KRS **Chapters 241 to 244**~~[243.020 to 243.670]~~ shall advertise or cause or permit to
6 be advertised in any manner any product which he or she is licensed to manufacture
7 or sell.

8 (2) **As a condition of licensure or of license renewal, a quota retail package licensee**
9 **or a nonquota retail package licensee shall not advertise or allow to be advertised**
10 **any distilled spirit, wine, or malt beverage on the outside of the licensed premises**
11 **or inside the premises in such a manner that the advertising may be seen through**
12 **a window.**

13 **(3)** Subsection (1) of this section shall not prohibit:

14 (a) Advertising in newspapers, magazines, or periodicals having a general
15 circulation;

16 (b) Promotional advertising on radio or television limited to no more than the
17 name of the licensee and the products the licensee is permitted to manufacture
18 or sell;

19 (c) Promotional advertising containing the names of establishments or products
20 displayed on uniforms or equipment of sporting teams;

21 (d) Promotional advertising mailed or delivered to a consumer's residence; or

22 (e) A distiller from providing visitors who are twenty-one (21) years of age or
23 older, in conjunction with a distillery tour or an event conducted by a bona
24 fide church or charitable organization, free:

25 1. Consumer-branded nonalcoholic novelty items whose actual retail cost
26 does not exceed seventy-five dollars (\$75) per item; and

27 2. Production by-products.