

§712. Advertising or sale of liquor by trade name

1. Advertise or announce for sale by trade name. No licensee may advertise or offer for sale any malt liquor or wine by trade name or other designation which would indicate the manufacturer or place of manufacture of malt liquor or wine, unless the licensee actually has on hand and for sale a sufficient quantity of the particular malt liquor or wine advertised to meet requirements to be normally expected as the result of the advertisement or announcement.

[PL 1987, c. 45, Pt. A, §4 (NEW).]

2. Serve from faucet, spigot, dispensing apparatus by trade name. A licensee may not furnish or serve any liquor from any faucet, spigot or other dispensing apparatus, unless:

A. The trade name or brand of the liquor served appears in full sight of the customer in legible lettering upon the faucet, spigot or dispensing apparatus; or [PL 2017, c. 167, §13 (AMD).]

B. The licensee displays a list of all liquor currently available on tap that is clearly visible to patrons of the establishment in a manner that allows a patron to identify the trade name or brand of the liquor that is being dispensed from each faucet, spigot or dispensing apparatus. [PL 2017, c. 167, §13 (AMD).]

[PL 2017, c. 167, §13 (AMD).]

SECTION HISTORY

PL 1987, c. 45, §A4 (NEW). PL 2013, c. 165, §1 (AMD). PL 2017, c. 167, §13 (AMD). PL 2021, c. 658, §108 (AMD).

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