**§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).

The State of Maine claims a copyright in its codified statutes. If you intend to republish this material, we require that you include the following disclaimer in your publication:

*All copyrights and other rights to statutory text are reserved by the State of Maine. The text included in this publication reflects changes made through the Second Regular Session of the 131st Maine Legislature and is current through January 1, 2025
 . The text is subject to change without notice. It is a version that has not been officially certified by the Secretary of State. Refer to the Maine Revised Statutes Annotated and supplements for certified text.*

The Office of the Revisor of Statutes also requests that you send us one copy of any statutory publication you may produce. Our goal is not to restrict publishing activity, but to keep track of who is publishing what, to identify any needless duplication and to preserve the State's copyright rights.

PLEASE NOTE: The Revisor's Office cannot perform research for or provide legal advice or interpretation of Maine law to the public. If you need legal assistance, please contact a qualified attorney.