



GAB BULLETIN
ALCOHOL ADVERTISING REGULATIONS
Under the Laws and Regulations of the State of Georgia
Updated December 2007

GAB always advises you to check with your local counsel on any local ordinances which may preempt state regulations.

Brand Advertising:

1. Can these products be identified by name?
 Beer and Ale..... Yes
 Liquors..... Yes
 Non Alcoholic Beer..... Yes
 Novelties (“Mod Suds”)..... Yes
 Wine..... Yes

(NOTE:) Manufacturer *and/or* wholesaler cannot place on behalf of a retailer. Retailer must place and pay for the order.

Price:

1. Special deals, i.e. “two for one”?..... Yes
 2. Two six-packs for?..... Yes
 3. By the case?..... Yes
 4. By the drink?..... Yes
 5. Free with “buy two six-packs and get a gallon free”?..... *Yes

(*NOTE:) Georgia has no prohibitions, but always check for local ordinances.

Special Events:

1. Happy Hour?..... Yes
 2. Girls drink free?..... Yes
 3. Two for one between 6pm and 8 PM?.. Yes
 4. Drinks free with meal?..... *Yes
 5. A party every Saturday night?..... Yes

(*NOTE:) Georgia has no prohibitions, but always check for local ordinances.

Location:

Are there any problems with advertising alcohol sales by:

1. Bars?..... No
 2. Restaurants?..... No
 3. Package Stores?..... No
 4. Grocery Stores?..... No
 5. Street Vendors?..... Only street vendor possessing a valid license.

--Can you order wine and have it shipped via UPS? No

(NOTE:) A winery with a “special order” shipping license may ship five cases per year to a customer, with a total limit of 50 cases to all customers. A customer *on the premises* of a winery may have five cases shipped to an address.

--Can remotes be done from any of these?..... Yes

(NOTE:) Retailer must pay. No co-op.

--Does a package store have to have separate doors for liquor and other products?..... No

(NOTE:) Only certain items may be sold from a Land Spirits Store. If the retailer wants to sell other items, he must have a "divided" store, i.e. two doors.

Broadcast Questions:

- 1. Is there any time period, during the day, restricted to alcohol advertising?..... No
- 2. Are there any program formats with particular restrictions?... No, but SEE ITEM 'A' BELOW
- 3. Are there any events which are restrictive to alcohol?..... SEE ITEM 'A' BELOW
- 4. Is it ever necessary for a station to air disclaimers related to alcohol advertising?..... SEE ITEM 'A' BELOW

Miscellaneous:

- 1. Are there any restrictions on internet alcohol advertising?..... No
- 2. Are there any dates, i.e. elections, on which alcohol may not be advertised?..... No, but there are dates it cannot be sold

Legal Levels:

- 1. A radio station may cover many local jurisdictions. If a local ordinance prohibits a practice, which is allowed under state guidelines; which rule is followed?..... The Local Rule
- 2. Is there any aspect of alcohol advertising which is expressly forbidden by Georgia law?..... SEE ITEM 'A' BELOW
- 3. Are there any counties in Georgia which are completely dry?..... Yes (Echols & Union)

ITEM A: 560-2-2-.46 Prohibited Advertising.

No advertising of alcoholic beverages shall be published or disseminated in this State which:

- (a) Contains any statement, design, or pictorial representation which falsely implies that the product has been endorsed, made, or used by, or produced for, or under the supervision of, or in accordance with the specification of any religious organization, the United States government, the government of this State, or any other domestic governmental entity.
- (b) Contains any reference, directly or indirectly, which falsely implies an endorsement by, or relationship with, any school, college, or university athlete, or any school, college or university.
- (c) Is directed to, or promotes in any way the sale of alcoholic beverages to, persons under the legal age to purchase alcoholic beverages in this State.

Authority O.C.g.a. Secs. 48-2-12, 3-2-2. **History,** Original Rule entitled "Prohibited Advertising" adopted. F. Mar. 10, 1997; eff. Mar. 30, 1997.