

ARKANSAS REGISTER

Transmittal Sheet

Use only for **FINAL** and **EMERGENCY RULES**



Secretary of State

Mark Martin

500 Woodlane, Suite 026

Little Rock, Arkansas 72201-1094

(501) 682-5070

www.sos.arkansas.gov



For Office

Use Only:

Effective Date _____ Code Number _____

Name of Agency Alcoholic Beverage Control Division

Department Department of Finance and Administration

Contact Milton Lueken E-mail milton.lueken@dfa.arkansas.gov Phone (501) 682-1105

Statutory Authority for Promulgating Rules Ark. Code Ann. Section 3-2-206

Rule Title: Amendment to Section 3.17

Intended Effective Date

(Check One)

Date

☐ Emergency (ACA 25-15-204)

Legal Notice Published

08/13,14,15/15

☒ 10 Days After Filing (ACA 25-15-204)

Final Date for Public Comment

09/16/15

☐ Other _____
(Must be more than 10 days after filing date.)

Reviewed by Legislative Council

01/12/16

Adopted by State Agency

09/16/15

Electronic Copy of Rule e-mailed from: (Required under ACA 25-15-218)

Karen Blagg

karen.blagg@dfa.arkansas.gov

01/12/2016

Contact Person

E-mail Address

Date

CERTIFICATION OF AUTHORIZED OFFICER

I Hereby Certify That The Attached Rules Were Adopted
In Compliance with the Arkansas Administrative Act. (ACA 25-15-201 et. seq.)

Signature

(501) 682-1105

Phone Number

bud.roberts@dfa.arkansas.gov

E-mail Address

Alcoholic Beverage Control Director

Title

January 13, 2016

Date

Section 3.17 Advertising Discount Sales Prohibited. Except as provided in Section 3.17.1 and Section 3.17.2, no person holding any permit to sell any controlled beverages, nor any manufacturer, importer, or distributor of such controlled beverages, shall advertise, by any means, that such controlled beverages are available for purchase in conjunction with a monetary rebate, cash discount, or give the impression that upon purchase of a controlled beverage the consumer will be entitled to a monetary refund or direct cash rebate upon purchase. Further, no such person named above shall distribute or offer any coupon or other inducement to purchase alcoholic beverages to the consumer.