

**SECTION .0700 - ALCOHOLIC BEVERAGES: RETAILER/INDUSTRY MEMBER RELATIONSHIP:
TRADE PRACTICES**

14B NCAC 15C .0701 DEFINITIONS

For the purposes of this Section, the following definitions shall apply:

- (1) "Equipment" shall include draft beer boxes, wine dispensing machines, refrigeration devices, sinks, dishwashers, dispensing trucks, trailers, caddies, and other items used for the preparation, serving, dispensing, or cleaning of food, beverages, or food and beverage containers.
- (2) "Point-of-Sale advertising" shall mean advertising material including signs, posters, banners, and decorations:
 - (a) containing alcoholic beverage product advertising matter;
 - (b) having no secondary value to the retailer; and
 - (c) designed and intended to be used inside a retailer's licensed premises where alcoholic beverages are displayed and sold.
- (3) "Promotion" shall include advertising, publicity, or sponsorship activity in connection with a special event, function, or holiday outside the scope of routine sales and marketing, including fundraisers, concerts, sporting events, festivals, celebrations, anniversaries, ceremonies, operations, observances, sweepstakes, or contests.

*History Note: Authority G.S. 18B-100; 18B-207;
Eff. January 1, 1982;
Amended Eff. July 1, 1992; May 1, 1984;
Transferred and Recodified from 04 NCAC 02T .0702 Eff. August 1, 2015;
Pursuant to G.S. 150B-21.3A, rule is necessary without substantive public interest Eff. August 19,
2017;
Readopted Eff. May 1, 2026.*