

14B NCAC 15C .0703 REMOVAL OR DISTURBANCE OF OTHER BRANDS PROHIBITED

Wholesalers shall not remove from a retailer's premises bottles, cartons, or kegs bearing brand identification unless the wholesaler is authorized to distribute the brand. Wholesalers shall not remove, rearrange, or otherwise disturb malt beverages or wine displayed by another wholesaler on a retail licensed premises except:

- (1) to return merchandise to its assigned shelf space when placed in the wholesaler's assigned space;
- (2) to remove a competitor's product from a promotional display area assigned to the wholesaler if the competitor's personnel are unavailable when the wholesaler's product is scheduled to go on promotion; or
- (3) with the consent of the affected wholesaler.

*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 .0704 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.*