

**14B NCAC 15C .0714 CONSUMER CONTESTS; SWEEPSTAKES**

(a) General. Malt beverage, wine, and spirituous liquor industry members may offer consumer contests or sweepstakes only if no purchase is required. Entry forms may be attached to or part of an alcoholic beverage label or package so long as a tear pad of entry forms is available to the consumer at the point of purchase or electronic entry forms are available on the internet.

(b) Point-of-Sale Permissible; Restriction on Retailer Involvement. An industry member may provide to a retailer point-of-sale advertising materials promoting a sweepstakes or contest. An industry member shall not offer or promote a sweepstakes or contest in conjunction with a retailer as a cosponsor or as the provider of a prize. No prizes may be drawn or awarded on the premises of a retailer. Officers, employees, and representatives of industry members and retailers are excluded from participating in a consumer sweepstakes or contest offered under this Rule.

*History Note: Authority G.S. 18B-100; 18B-105; 18B-207;  
Eff. July 1, 1992;  
Amended Eff. April 1, 2011;  
Transferred and Recodified from 04 NCAC 02T .0716 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.*