



## Washington State Liquor Control Board

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Manufacturers, Importers, and Distributors  
Non-Retail Division  
**Bulletin No 11-02**

**Date:** March 17, 2011  
**To:** Industry Members  
**Subject:** Non-Alcoholic Cross-Promotional Events

There have been questions raised about the legality of joint alcohol and non-alcohol promotions which include, but are not necessarily limited to, contest and/or instant coupons. The issue is whether this violates RCW 66.28.305, which prohibits an industry member from giving money or money's worth (directly or indirectly) to a retailer.

In order for joint promotions of alcohol products and non- alcohol products to be legal, the promotion must comply with all of the rules governing the industry member (supplier or distributor), ***or the non-alcohol supplier must pay for everything and absorb 100 percent of the costs of the promotion.*** The industry member would be able to provide promotional branded items, in accordance to RCW 66.28.310, for a display at the retailer's location but no other contributions could be provided to the retailer, retailer's employees or consumers.

Because of the relationship separation created by "Tied-House" laws, no money or money's worth could go to a retailer from an industry member (supplier or distributor). Similarly, no money or money's worth could go from a supplier or distributor to a non-alcohol supplier. Doing so would be considered an indirect route to the retailer via the non-alcohol supplier and a violation of RCW 66.28.305.

A beer or wine distributor would be prohibited from participating in any of these joint promotions regardless of whether it delivers an alcohol or non-alcoholic product because a distributor is an "industry member" and is restricted from advancing money or money's worth to a licensed person through any means whatsoever.

If you have any further questions, please don't hesitate to contact me.

Thank You,

Jennifer Dzubay, Captain  
Washington State Liquor Control Board  
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