



CR 101 Memorandum

Retail Alcohol Product Placement

Date: January 15, 2025
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Background

The Washington State Liquor and Cannabis Board (Board) has had interest for some time in addressing a variety of issues related to the placement of alcohol products at retail premises for off-premises consumption, including, but not limited to, grocery stores. These concerns have heightened with the increasing popularity of cross-over products, which are alcohol products that are co-branded by companies that also produce popular non-alcoholic beverages.

In August 2024, the Research Program published a [research brief](#) on Alcohol Product Placement in Retail Outlets. Included among the summary of the brief is that product placement strategies such as putting alcohol products at aisle endcaps and register areas are known to increase exposure and sales of alcohol products.

In initiating this rulemaking, topics that may be explored include, but are not limited to:

- The advertisement and placement of cross-over products with or next to their non-alcoholic counterparts.
- Placement of alcohol products next to toys or snacks with a youth-oriented focus.
- Placement of alcohol products on endcaps of displays separate from the rest of the alcohol products.
- Distinct signage or markers indicating that products on shelf contain alcohol.
- Placement of spirits mini bottles.

Reasons Why Rulemaking Is Needed

Amendments to, or repeal of, existing rules, as well as creating new rules, may be necessary to address the placement and advertisement of alcohol products in retail liquor licensees for off-premises consumption.

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Process

The rulemaking process begins by announcing the Board's intent to consider changes to existing rules, add new rule sections, or both by filing a pre-proposal statement of inquiry (CR 101) form with the Office of the Code Reviser. This allows staff, stakeholders, industry partners, and all members of the authorizing environment to begin discussing possible rule changes.

At the CR 101 stage of the rulemaking process, no proposed language is offered. Any interested person may comment on this possible rulemaking during the designated comment period. Notice will be sent to all who have indicated that they want to receive notice of rule activity related to this pre-proposal statement of inquiry. The notice will identify the public comment period and where comments can be sent.