



# PREPROPOSAL STATEMENT OF INQUIRY

## CR-101 (October 2017) (Implements RCW 34.05.310)

Do **NOT** use for expedited rule making

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STATE OF WASHINGTON  
FILED

DATE: January 15, 2025

TIME: 10:25 AM

WSR 25-03-079

**Agency:** Washington State Liquor and Cannabis Board

**Subject of possible rule making:** Title 314 WAC. The Washington State Liquor and Cannabis Board (Board) is considering repealing, amending, and creating rule sections as necessary to address the placement and advertising of alcohol products at retail premises of liquor licensees for off-premises consumption. Topics that may potentially 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.

**Statutes authorizing the agency to adopt rules on this subject:** RCW 66.08.030; RCW 66.24.630; RCW 66.28.350; RCW 66.98.070.

**Reasons why rules on this subject may be needed and what they might accomplish:** Amendments to and repeal of existing rules, as well as the creation of new rules in Title 314 WAC may be necessary to address the placement and advertisement of alcohol products in retail liquor licensees for off-premises consumption. This has gained heightened relevance considering the increasing popularity of cross-over products, which are alcohol products that are co-branded by companies that also produce popular non-alcoholic beverages.

**Identify other federal and state agencies that regulate this subject and the process coordinating the rule with these agencies:** None

**Process for developing new rule (check all that apply):**

- Negotiated rule making
- Pilot rule making
- Agency study
- Other (describe)


**Interested parties can participate in the decision to adopt the new rule and formulation of the proposed rule before publication by contacting:**

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 Other:

(If necessary)

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 TTY:  
 Email:  
 Web site:  
 Other:

Additional comments: Interested persons can participate in the rule process through open public meetings and by submitting written comments, and are encouraged to sign up for the interested parties list (GovDelivery) at <https://public.govdelivery.com/accounts/WALCB/subscriber/new>. Rulemaking notices and stakeholder engagement opportunities will be emailed via GovDelivery and posted to the LCB website at lcb.wa.gov.

<b>Date:</b> January 15, 2025	<b>Signature:</b> 
<b>Name:</b> Jim Vollendroff	
<b>Title:</b> Board Chair	