



**Washington State
Liquor Control Board**

April 14, 2010

To: Sharon Foster, Board Chairman
Ruthann Kurose, Board Member

From: Karen McCall, Senior Policy/Legislative Analyst

Subject: Rescind LCB Interim Policy #March 1, 2000 Approval of beer, wine and spirits labels.

The purpose of this policy was to create criteria for approval of beer, wine and spirits labels to be consistent with our advertising rules requirements. Rules to implement interim policy #1-02 were adopted March 3, 2010.

Move to rescind LCB Interim Policy #March 1, 2000.

Approve

Not Approve

Sharon Foster
Sharon Foster, Board Chairman

Approve

Not Approve

Ruthann Kurose
Ruthann Kurose, Board Member



STATE OF WASHINGTON
WASHINGTON STATE LIQUOR CONTROL BOARD
3000 Pacific Ave SE PO Box 43075 Olympia WA 98504-3075 (360) 664-1600

Liquor Control Board Interim Policy

Subject of policy: Interim Policy Regarding Approval of Beer, Wine and Spirits Labels

Effective date: March 1, 2000, to be in effect until rule making on this subject is completed.

Contact information: Licensing and Regulation Division, 360-664-1600

Authority for policy: RCW 66.08.030, RCW 66.24.010(1), RCW 66.24.010(3)(a), RCW 66.24.120, WAC 314-12-030, WAC 314-12-033, WAC 314-12-020(1)

Approved:

Eugene Prince, Chairman

Vera Ing, Board Member

Katherine Kreiter, Board Member

Purpose statement:

The purpose of the Liquor Control Board's interim policy regarding criteria for approval of liquor advertising is to change and clarify the for the Liquor Control Board's approval of beer, wine, and spirit labels.

Interim Policy Statement:

When alcohol beverage labels are submitted to the Board's Licensing and Regulation Division for approval, staff will use the following criteria in lieu of WAC 314-52-015 subsection (1) through subsection (6), and WAC 314-52-020:

Beer, wine, or spirit labels on products sold in the state of Washington may not contain any statement, picture, or illustration that:

- a) is false or misleading;
- b) promotes overconsumption of liquor;
- c) shows a person who appears to be under 21 year of age consuming alcohol; or
- d) uses the Washington State Liquor Control Board's seal or refers to the Washington State Liquor Control Board, except where required by federal law.

If a label claims the alcohol product has a curative or therapeutic effect or enhances health or performance, the licensee must:

- a) cite, on the label, the name, author, and date of the research or study supporting the claim, and
- b) provide a copy of this research or study to the Board's Licensing and Regulation Division.