



Liquor and Cannabis Board Second Revised Interim Policy BIP-07-2018

Subject: WAC 314-55-105 Packaging and labeling requirements.
Effective Date: July 17, 2019
Ending Date: Upon the effective date rules to implement this policy or Board action rescinding this policy.

Approved:

Jane Rushford, Board Chair

Ollie Garrett, Board Member

NOT PRESENT

Russ Hauge, Board Member

Purpose:

The purpose of this interim policy is to further clarify the phrase “false and misleading” regarding packaging and labeling of marijuana-infused products, and address concerns regarding packaging and labeling that is designed to mimic, imply or reference a product containing alcohol. An interim policy is necessary to clarify the rule for licensees, protect the public, and to reduce risk of accidental exposure to marijuana.

Licensees must fully comply with this policy by July 1, 2020.

Policy Statement:

To comply with the labeling requirements described in WAC 314-55-105, labels affixed to a container or package containing usable marijuana, marijuana concentrates, and marijuana infused products sold at retail in Washington State must not:

- mimic, imply, represent or contain any statement, depiction, illustration, design, brand, or name of a product containing alcohol.

Product label design that mimics or implies that a marijuana product contains alcohol has been considered false and misleading, and increases public safety risk. Using the following words or references do not supersede the current rule. Words or references include, but are but not limited to:

- non-alcoholic;
- does not contain alcohol;
- not a beer;
- not a wine;

- not a spirit;
- 0% ABV.