

**State of California
Office of Administrative Law**

In re:

Department of Alcoholic Beverage Control

NOTICE OF APPROVAL OF REGULATORY
ACTION

Regulatory Action:

Government Code Section 11349.3

Title 4, California Code of Regulations

OAL File No. 2009-0429-01 S

Adopt sections:

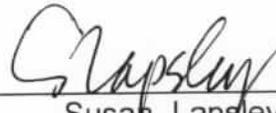
Amend sections: 106

Repeal sections:

The California Department of Alcoholic Beverage Control (Department) amends section 106 of title 4 of the California Code of Regulations concerning the advertising and merchandising of alcoholic beverages as a result of AB 1245 (Chapter 629, Statutes of 2008) and SB 1246 (Chapter 395, Statutes of 2008). Specifically, the Department is (1) changing the limit for consumer advertising specialties furnished by a beer manufacturer to the general public from \$.25 to \$3.00 per unit original cost to the beer manufacturer who purchased it; and (2) allowing beer wholesalers to sell or rent exterior signs at not less than cost.

OAL approves this regulatory action pursuant to section 11349.3 of the Government Code. This regulatory action becomes effective on 7/4/2009.

Date: 6/4/2009



Susan Lapsley
Director

Original: Jerry Jolly
Copy: Matthew Botting

 6/4/09

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JUN 08 2009

Dept of Alcoholic Beverage Control
Director's Office