

**AMENDED NOTICE OF PROPOSED RULEMAKING, ORIGINALLY  
NOTICED JANUARY 2, 2009 (REG. 2009, #1-Z)**

**“Advertising and Merchandising of Alcoholic Beverages”**

The California Department of Alcoholic Beverage Control (“Department”) proposes to amend the regulations described below after considering all comments, objections, or recommendations regarding the proposed action.

**PROPOSED REGULATORY ACTION**

The Department proposes to amend Section 106 of Title 4, Article 16 of the California Code of Regulations, concerning the advertising and merchandising of alcoholic beverages.

**PUBLIC HEARING AND COMMENT PERIOD**

The Department has EXTENDED the scheduled public hearing from:

Date and Time: Tuesday, February 17, 2009; 9:00 A.M. – 3:00 P.M.  
Location: Board of Equalization, 450 N Street, Room 121, Sacramento CA 95814  
Purpose: To receive written and/or oral comments about this action

**TO:**

Date and Time: **WEDNESDAY, MARCH 4, 2009; 9:00 A.M. – 3:00 P.M.**  
Location: Board of Equalization, 450 N Street, Room 121, Sacramento CA 95814  
Purpose: To receive written and/or oral comments about this action

The written comment period will now close Tuesday, March 4, 2009 at 5:00 p.m. Any person may submit written comments about the proposed amendments. To be considered by the Department, written comments should be directed to:

Matthew D. Botting, General Counsel  
Department of Alcoholic Beverage Control  
3927 Lennane Drive, Suite 100  
Sacramento, CA 95834  
Telephone: (916) 419-2500  
E-mail: [matthew.botting@abc.ca.gov](mailto:matthew.botting@abc.ca.gov)  
Fax: (916) 419-2599

**INFORMATIVE DIGEST AND POLICY STATEMENT OVERVIEW**

Remains the same as previously submitted and incorporated herein by reference.

**LOCAL MANDATE**

Remains the same as previously submitted and incorporated herein by reference.

**IMPACT ON PRIVATE PERSONS/BUSINESSES**

Remains the same as previously submitted and incorporated herein by reference.

**IMPACT ON BUSINESS**

Remains the same as previously submitted and incorporated herein by reference.

**IMPACT ON SMALL BUSINESSES**

Remains the same as previously submitted and incorporated herein by reference.

**SIGNIFICANT EFFECT ON HOUSING COSTS**

Remains the same as previously submitted and incorporated herein by reference.

**COSTS OR SAVINGS TO ANY STATE AGENCY**

Remains the same as previously submitted and incorporated herein by reference.

**COST TO ANY LOCAL AGENCY OR SCHOOL DISTRICT  
THAT MUST BE REIMBURSED IN ACCORDANCE  
WITH GOVERNMENT CODE SECTION 17500-17630**

Remains the same as previously submitted and incorporated herein by reference.

**OTHER NON-DISCRETIONARY COST OR SAVINGS  
IMPOSED UPON LOCAL AGENCIES.**

Remains the same as previously submitted and incorporated herein by reference.

**COST OR SAVINGS IN FEDERAL FUNDING TO THE STATE**

Remains the same as previously submitted and incorporated herein by reference.

**CONSIDERATION OF ALTERNATIVES**

Remains the same as previously submitted and incorporated herein by reference.

**AVAILABILITY OF STATEMENT OF REASONS AND  
TEXT OF PROPOSED REGULATIONS**

Remains the same as previously submitted and incorporated herein by reference.

AVAILABILITY OF CHANGED OR MODIFIED TEXT

Remains the same as previously submitted and incorporated herein by reference.