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Governor

STATE OF NEBRASKA

NEBRASKA LIQUOR CONTROL COMMISSION

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Advisory Regarding Point of Sale Advertising Materials & Consumer Advertising Specialties

March 17, 2017

A supplier representative or a distributor representative MAY give the end consumer a plastic cup or a koozie as a take away item during a promotion as long as the inventory is NOT dropped off at the account prior thereto.

In addition, the supplier representative or distributor representative SHALL be present during the promotion and hand the final end consumer the item. Consumer advertising specialties are items that are designed to be carried away by the consumer are outlined in Chapter 6, 016.02B2.

Note, all consumer advertising specialties must bear conspicuous and substantial advertising matter about the product which is permanently inscribed or securely affixed.

Also, the industry member may not directly or indirectly pay or credit the retailer for using or distributing these materials or for any expense incidental to their use.

If you have any questions, please let me know.

LeAnna Prange

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