



Pete Ricketts
Governor

STATE OF NEBRASKA

NEBRASKA LIQUOR CONTROL COMMISSION

Hobert B. Rupe

Executive Director

301 Centennial Mall South, 5th Floor

P.O. Box 95046

Lincoln, Nebraska 68509-5046

Phone (402) 471-2571

Fax (402) 471-2814 or (402) 471-2374

TRS USER 800 833-7352 (TTY)

web address <http://www.lcc.nebraska.gov/>

February 22, 2018

Regulation Advisory

RE: Multiple drinks for one price

The Commission has received information that certain retail licensees are advertising multiple drinks at a set price through the use of advertising materials furnished by wholesalers. Please be advised that these types of promotions are in violation of the Nebraska Liquor Control Act, Rules and Regulations Chapter 6.

019.01U1 No licensee shall sell, or serve for on-premises consumption, an unlimited quantity of beer, wine, or spirits at a specific price.

019.01U2 No licensee shall sell or serve two or more drinks containing beer, wine, or spirits to a person for that person's consumption on the licensed premises for one price. A pitcher or bucket of beer shall not be considered a drink; however, no licensee shall sell two or more pitchers or buckets of beer for one price.

NOTE: Wholesale licensees are charged with reporting to the Commission any retail licensee refusing to cooperate with the above Regulations, accordingly.

Sincerely,

NEBRASKA LIQUOR CONTROL COMMISSION

Hobert B. Rupe
Executive Director

Janice M. Wiebusch
Commissioner

Robert Batt
Chairman

Bruce Bailey
Commissioner