



STATE OF ARKANSAS  
ALCOHOLIC BEVERAGE CONTROL DIVISION

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MEMORANDUM

BOARD MEMBERS:

Thomas P. Powell, Jr., Chairman  
Ron Fuller  
Tony Ellis  
Jean Hervey  
Martin B. Silverfield

TO: All Wholesalers

DATE: January 11, 2012

FROM: Michael Langley, Director   
ABC Administration

RE: 2012 Rules and Regulations

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The newly adopted rules and regulations are now in effect.

Effective January 16, 2012, wholesalers must stop erecting temporary signs. Per rule changes, all temporary signs must now:

1. Reference specific product sold by the providing wholesalers
2. It must be put up by retailers
3. It may contain pricing information

Signs to promote activities, events, meals or to announce the presence of a band, group or individual, may not be given by the wholesaler to retailers. However, the retailer may purchase such a sign from the wholesaler and display it.

MWL/jkc