



Industry Advisory

November 30, 2012

Removal of Unauthorized Signage

Removal of Unauthorized Signage: To gain uniform compliance with Title 4, the Department of Liquor is instructing wholesale licensees to:

- 1) Begin the removal of unauthorized signage by January 1, 2013, and**
- 2) Have all unauthorized signs removed no later than February 1, 2013.**

The criteria for an authorized sign are:

- 1) the wholesale licensee LENDS the signs to the retailer, and**
- 2) the value/cost of the signs does not exceed \$400, and**
- 3) the sign has no utilitarian value.**

Signage may contain information regarding product(s) **and/or** pricing, but should not contain business names (Joe's Bar) or directional information ("drive-thru" or "enter here").

Practically, a sign should be generic so that it could be used at any business, not a specific business.

No "grandfathering" exceptions for signage exist. No unauthorized signs may remain after February 1, 2013.

Relevant Statutes and Rules

A.A.C. R19-1-210. Sign Limitations