

Industry Notice

August 6, 2014

Sign Limitations A.A.C. R19-1-110.

1. Arizona licensed producers, wholesalers, and other wholesalers may lend signs to licensed retailers for interior or exterior use when the sign
 - bears conspicuous advertising about product and price
 - is produced at a cost that doesn't exceed \$400
 - is of no utilitarian value except for product advertising content
 - no business name
 - no directional information (example: "enter", "drive-thru")
 - not an inducement to purchase product
 - is generic in design for use at any retail business carrying the products advertised
2. Exterior signs are considered to be in compliance with A.A.C. R19-1-110 when
 - printed on canvas-type material and are less than 140 square feet in size (guideline to be within the \$400 maximum cost)
 - advertising content may include product-specific price specials
 - advertising content may include major local events
 - advertising content may include national sponsorship by the producer, wholesaler, and other producers
3. Exterior signs NOT in compliance include, but are not limited to, advertising content which is retail location-specific such as
 - business name or logo
 - hours of operation
 - special services or products not sold by the producer/wholesaler
4. To gain uniform compliance with A.A.C. R19-1-110 (effective on July 7, 2014), the Department of Liquor is instructing wholesale licensees to remove unauthorized signs by October 1, 2014. No unauthorized signs may remain after October 1, 2014.
5. Producers, wholesalers and other producers include

Arizona Licensed Producers & Wholesalers	
Series	License Type
01	In-state Producer
02	Out-of-state Producer
2D	Out-of-state Craft Distiller
2L	Limited Out-of-state Farm Winery
2M	Out-of-state Microbrewery
2W	Out-of-state Farm Winery
03	In-state Microbrewery
04	Wholesaler
13	In-state Farm Winery
18	In-state Craft Distillery

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