



2023-2024 General Assembly

# SENATE BILL 527: ABC Omnibus 2023-24, Sec. 4: Raise Cap on Point-Of-Sale Advertising Materials, Product Displays, and Coolers

**Committee:**  
**Introduced by:**  
**Analysis of:** Sec. 4 of S.L. 2024-41

**Date:** August 26, 2024  
**Prepared by:** Chris Saunders  
Staff Attorney

**OVERVIEW:** Section 4 of S.L. 2024-41 allows industry members to provide up to \$600 worth of retailer advertising specialty items and product displays per brand per year to a retail permittee or \$1,000 worth of retailer advertising specialty items and product displays per brand per year to a local board. This section also allows an industry member to provide branded plug-in coolers to a local board for use in an ABC store up to a value of \$1,500 per brand per year, separate from the \$1,000 allowed for retailer advertising specialty items.

*This section became effective July 8, 2024.*

**CURRENT LAW:** ABC Commission rule 14B NCAC 15C .0711 limits the total amount of retailer advertising specialty items that an industry member can give to a retail permittee to \$300 per brand per year. Additionally, an industry member can provide product displays from which malt beverages, wine, or spirituous liquor are displayed and sold, up to a value of \$160 per brand per year.

**BILL ANALYSIS:** Section 4 of S.L. 2024-41 allows industry members to provide up to \$600 worth of retailer advertising specialty items and product displays per brand per year to a retail permittee or \$1,000 worth of retailer advertising specialty items and product displays per brand per year to a local board. This section also allows an industry member to provide branded plug-in coolers to a local board for use in an ABC store up to a value of \$1,500 per brand per year, separate from the \$1,000 allowed for retailer advertising specialty items.

**EFFECTIVE DATE:** This section became effective July 8, 2024.

Kara McCraw  
Director



Legislative Analysis  
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