

# **BULLETIN**



Comptroller of the Treasury ● Alcohol and Tobacco Tax Unit ● Goldstein Treasury Building ● P.O. Box 2999  
Annapolis, Maryland 21404-2999 ● Telephone: 410-974-3314

## **No. AB-17**

**May 26, 1998**

**TO: All Alcoholic Beverages Wholesalers and Non-Resident Dealers**

**SUBJECT: Trade Practices - Revised Promotional Activities Form**

We have revised form COT/ATTU-752 -- "*Schedule of Planned Promotional Activities*" and enclosed a supply of the new forms for your use. Please destroy any obsolete forms in your possession and begin using the new forms immediately.

The major change to this form is in Section J - Retail Information. This section now requires you to clearly specify the number and per item cost of "giveaway" items at promotional activities conducted on retail licensed premises. Regulation 03.02.05.12 limits the cost of each item to no more than \$5.00 and also limits the number of items that can be given away, depending on the size of the retail account. The form also requires you to list the estimated cost of "incidental" expenses, which are limited to \$100.00 for any given promotion. Incidental expenses include **all** expenses related to the promotional event, exclusive of giveaway items and the personnel costs of employees of a licensed wholesaler or supplier.

In addition to the above, Regulation 03.02.05.12 was recently revised to also permit a licensed supplier or wholesaler to spend not more than \$100.00 for the purchase of alcoholic beverage products for consumers during a planned promotional activity at the regular price charged by the retail licensee.

Please remember that any given brand owner or wholesaler may not participate in more than **three** promotional activities in a calendar year on behalf of a given retail licensee. We also suggest that you review the provisions of Regulation 03.02.05.07 pertaining to wholesalers or suppliers using unlicensed third parties in coordinating or conducting authorized promotional activities. Requests submitted contrary to this regulation will not be approved.

Should you have any questions or need additional forms, please contact Mr. Aaron L. Stansbury, Assistant Director, at 410-974-3319.

Enclosure

Charles W. Ehart, DPA  
Director

For the hearing impaired: Maryland Relay Service 1-800-735-2258, TTY: (410) 974-3157 (Baltimore metro area). If you need a reasonable accommodation for a disability, please contact us before you visit. If you need the information in this publication in an alternate format, contact: Public Affairs Office 410-974-3885 (voice), 410-974-3157 (TDD).