

**Sec. 30-6-A30a. Advertising. Mandatory statements**

(a) **Application.** No person engaged in business as a producer, manufacturer, bottler, importer, wholesaler or retailer of alcoholic liquor, directly or indirectly, or through an affiliate, shall publish or disseminate or cause to be published or disseminated in any newspaper, magazine or similar publication any advertisement of alcoholic liquor, unless such advertisement is in conformity with this section and section 30-6-A31a of the Regulations of Connecticut State Agencies; provided said sections shall not apply to the publisher of any newspaper, magazine or similar publication, unless such publisher is engaged in business as a producer, manufacturer, bottler, importer, wholesaler or retailer of alcoholic liquor, directly or indirectly, or through an affiliate.

(b) **Definitions.** As used in this section and section 30-6-A31a of the Regulations of Connecticut State Agencies, “advertisement” includes any advertisement of alcoholic liquor through the medium of newspapers, magazines or similar publications, except that such term shall not include:

(1) Any label affixed to any containers of alcoholic liquor or any individual covering, carton or other wrapper of such container;

(2) any editorial or other reading matter in any periodical or publication or newspaper for the preparation or publication of which no money or other valuable consideration is paid or promised, directly or indirectly, by any person subject to said sections, and “person” means any individual, partnership, joint-stock company, business trust, association, corporation or other form of business enterprise, including a receiver, trustee or liquidating agent.

(c) **Mandatory statements.**

(1) Responsible advertiser. The advertisement shall state the name and address of the producer, manufacturer, bottler, importer, wholesaler or retailer responsible for its publication. Street name and number may be omitted in the address.

(2) Class, type and distinctive designation. The advertisement shall contain a conspicuous statement of the class and type, or other designation, of the product, corresponding with the complete designation which appears on the brand label of the product.

(3) Alcoholic content. The alcoholic content shall be stated in the manner and form in which it appears on the labels of alcoholic liquor, other than beer and wine, advertised.

(4) Percentage of neutral spirits and name of commodity. In the case of alcoholic liquor, other than beer and wine (not including cordials, liqueurs, and specialties), produced by blending or rectification, if neutral spirits have been used in the production thereof, there shall be stated in the advertisement the percentage of neutral spirits so used and the name of the commodity from which such neutral spirits have been distilled in substantially the manner and form in which these statements appear on the labels of the alcoholic liquor advertised. In the case of neutral spirits or of gin produced by a process of continuous distillation, there shall be stated in the advertisement the name of the commodity from which such neutral spirits or gin has been distilled substantially in the manner and form in which this statement appears on the labels of the alcoholic liquor advertised.

(5) “Line” or “brand” advertisements. Where an advertisement does not mention a specific product but merely refers to a class of alcoholic liquor, other than beer or wine, such as “whiskey,” and the advertiser markets more than one brand of alcoholic liquor of

that class, or where the advertisement refers to several classes of alcoholic liquor, other than beer or wine, such as “whiskey,” “brandy,” “rum,” “gin,” “liqueur,” etc., marketed under a single brand, the only mandatory information prescribed by this subsection applicable to such advertisement is the name and address of the responsible advertiser.

(6) Retail establishments. Advertisements by retail establishments which merely refer to the availability of alcoholic liquor in such establishments but which otherwise make no reference to a specific brand of alcoholic liquor shall be subject only to the provisions of section 30-6-A31a of the Regulations of Connecticut State Agencies.

(d) **Lettering.** Statements required by this section to be stated in any written, printed or graphic advertisement shall appear in lettering or type of a size, kind and color sufficient to render them both conspicuous and readily legible. In particular:

(1) Required information shall be stated against a contrasting background and in type or lettering which is at least the equivalent of eight-point type;

(2) required information shall be so stated as to appear to be a part of the advertisement and shall not be separated in any manner from the remainder of the advertisement;

(3) where an advertisement relates to more than one product, the required information shall appear in such manner as to clearly indicate the particular products to which it is applicable;

(4) required information shall not be buried or concealed in unrequired descriptive matter or decorative designs.

(Effective November 24, 1964; Amended October 1, 2001)