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## **NOTICE OF AMENDMENT OF REGULATION**

On November 14, 2019, the Alcoholic Beverages Control Commission adopted amendments to 204 CMR 2.08, "Inducements," after a public hearing and public comment period pursuant to M.G.L. c. 30A, §§ 2- 5. This adoption makes permanent the emergency amendment to the regulation issued by the Commission on September 12, 2019.

The regulation reads as follows:

### 2.08: Inducements

(1) No licensee shall directly or indirectly give or permit to be given money or any other thing of substantial value in any effort to induce any person to persuade or influence any other person to purchase, or contract for the purchase of any particular brand or kind of alcoholic beverages, or to persuade or influence any person to refrain from purchasing, or contracting for the purchase of any particular brand or kind of alcoholic beverages.

(2) No licensee shall directly or indirectly receive or otherwise accept an inducement prohibited under 204 CMR 2.08(1).

As always, all licensees must ensure that they comply with the laws of the Commonwealth of Massachusetts, and that sales of alcoholic beverages take place only as authorized by state law.

(Issued December 18, 2019)