

WSR 25-03-079  
PREPROPOSAL STATEMENT OF INQUIRY  
LIQUOR AND CANNABIS  
BOARD

[Filed January 15, 2025, 10:25 a.m.]

Subject of Possible Rule Making: Title 314 WAC; the Washington state liquor and cannabis board (board) is considering repealing, amending, and creating rule sections as necessary to address the placement and advertising of alcohol products at retail premises of liquor licensees for off-premises consumption. Topics that may potentially be explored include, but are not limited to:

- The advertisement and placement of cross-over products with or next to their nonalcoholic counterparts.
- Placement of alcohol products next to toys or snacks with a youth-oriented focus.
- Placement of alcohol products on end caps of displays separate from the rest of the alcohol products.
- Distinct signage or markers indicating that products on shelf contain alcohol.
- Placement of spirits mini bottles.

Statutes Authorizing the Agency to Adopt Rules on this Subject: RCW 66.08.030, 66.24.630, 66.28.350, and 66.98.070.

Reasons Why Rules on this Subject may be Needed and What They Might Accomplish: Amendments to and repeal of existing rules, as well as the creation of new rules in Title 314 WAC, may be necessary to address the placement and advertisement of alcohol products in retail liquor licensees for off-premises consumption. This has gained heightened relevance considering the increasing popularity of cross-over products, which are alcohol products that are cobranding by companies that also produce popular nonalcoholic beverages.

Process for Developing New Rule: Negotiated rule making.

Interested parties can participate in the decision to adopt the new rule and formulation of the proposed rule before publication by contacting Daniel Jacobs, Acting Policy and Rules Manager, P.O. Box 43080, Olympia, WA 98504, phone 360-480-1238, fax 360-704-5027, email rules@lcb.wa.gov, website lcb.wa.gov.

Additional comments: Interested persons can participate in the rule process through open public meetings and by submitting written comments, and are encouraged to sign up for the interested parties list (GovDelivery) at <https://public.govdelivery.com/accounts/WALCB/subscriber/new>. Rule-making notices and stakeholder engagement opportunities will be emailed via GovDelivery and posted to the board website at lcb.wa.gov.

January 15, 2025  
Jim Vollandroff  
Board Chair