

1 14B NCAC 15C .1301 is amended with changes as published in 34:19 NCAC 1773 as follows:

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3 **SECTION .1300 – SPIRITUOUS LIQUOR TASTING SPECIAL EVENT PERMITS**

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5 **14B NCAC 15C .1301 DEFINITIONS**

6 As used in G.S. 18B-1114.7 and in this Section:

- 7 (1) "Advertising specialties" means coasters, shot glasses, bottle or can openers, cork screws, ash trays,
8 shopping bags, individual can coolers, hats, caps, visors, t-shirts (without collars or buttons), and
9 key chains.
- 10 (2) "Charitable, nonprofit organization" means a nonprofit organization that is a charitable organization
11 as defined in G.S. 1-539.11(1).
- 12 ~~(3)~~ (3) "Consumer tasting event" means any time a single spirituous liquor special event permittee provides
13 samples of spirituous liquor to a consumer in an ABC store pursuant to G.S. 18B-1114.7(c).
- 14 (4) "Local fund-raiser" means a special event sponsored or cosponsored by a local government, a local
15 charitable, nonprofit organization, or a local political organization for the purpose of raising funds
16 for a governmental, charitable, or political purpose.
- 17 (5) "Permit holder's authorized agent" means an individual authorized in writing by the spirituous
18 liquor special event permittee to conduct a consumer tasting or consumer tasting event pursuant to
19 the permittee's spirituous liquor special event permit. The individual shall be responsible for the
20 management on the site of the consumer tasting ~~and~~ or consumer tasting event, and the supervision
21 of the permittee's or agent's employees or independent contractors offering or pouring tasting
22 samples at the consumer tasting or consumer tasting event.
- 23 (6) "Point-of-sale advertising materials" means advertising that is located where the spirituous liquor
24 product is displayed or sampled. Advertising materials may include signs, posters, banners, and
25 decorations that bear product advertising matter. Point-of-sale advertising materials as used in this
26 Section shall not include items listed in 14B NCAC 15C .0711(c).
- 27 ~~(7)~~ (7) "Special event" means either:
- 28 (a) an event the spirituous liquor special event permittee participates in that is a trade show,
29 convention, street festival, holiday festival, agricultural festival, balloon race, local fund-
30 raisers, or other similar events approved pursuant to Rule .1302 of this Section, that is for
31 a limited duration of no more than 10 days and organized or sponsored by a person other
32 than the spirituous liquor special event permittee; or
- 33 (b) an event of limited duration of no more than 60 days at a shopping mall that is organized
34 and sponsored by the shopping mall or an association of shopping mall merchants as part
35 of a promotion or sale for all merchants in the shopping mall.

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37 *History Note: Authority G.S. 18B-100; 18B-207; 18B-1114.7;*

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Eff. April 1, 2019;
Amended Eff. October 1, 2020