

7515.0700 APPLICATION; UNIFORM CODE.

Subpart 1. **In general.** The advertising of intoxicating liquors is a matter of public policy and, as provided in Minnesota Statutes, section 340A.507, subdivision 1, clearly within the police power of the state. Advertisements of intoxicating liquors disseminated in this state, except as hereinafter provided, shall not require prior approval, but shall be governed by the Uniform Code of the Joint Committee of States, as follows in parts 7515.0700 to 7515.0750.

Subp. 2. **Scope of code.** No person engaged in business as a producer, manufacturer, bottler, importer, wholesaler, or retailer of intoxicating liquor, directly or indirectly, or through an affiliate shall publish or disseminate or cause to be published or disseminated by radio or television broadcast, or in any newspaper, magazine, or similar publication or by any sign or outdoor advertisement, or any other printed or graphic matter, any advertisement of intoxicating liquor unless such advertisement is in conformity with parts 7515.0700 to 7515.0780, provided that these provisions shall not apply to the publisher of any newspaper, magazine, or similar publication, or the owner or operator of any radio or television station, unless such publisher, owner, or operator is engaged in business as a producer, manufacturer, bottler, importer, wholesaler, or retailer of intoxicating liquor directly or indirectly, or through an affiliate.

Statutory Authority: *MS s 299A.02*

History: *L 1985 c 305 art 7 s 7*

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