



STATE OF ARKANSAS
ALCOHOLIC BEVERAGE CONTROL DIVISION

1515 West 7th Street, Suite 503
Little Rock, Arkansas 72201
Telephone (501) 682-1105
Fax (501) 682-2221

Bud Roberts
Director

Milton R. Lueken
Attorney

Mary Robin Casteel
Attorney

BOARD MEMBERS:

Janet Moore, Chairperson
Thomas P. Powell
Steven Smith
Jean Hervey
Martin B. Silverfield

Memorandum

TO: ABC Enforcement

DATE: 2-16-2016

SUBJECT: Discounts for Seniors and Veterans

DISCUSSION:

Please be advised, I do not interpret ABC Rules and Regulations to prohibit a liquor store's giving duly identified seniors and military veterans discounts. A liquor store may not post an advertisement of such a discount, nor advertise such a discount through any media (including social media) or in any printed form. Giving such a discount, however, is not prohibited. I say this completely aware that the prior administration had adopted a different interpretation.

I hope and request that every ABC Enforcement Agent will notify all liquor store permit holders of this ruling. And I thank you for your attention to this matter.

Respectfully,


Bud Roberts
Director