



**OREGON LIQUOR CONTROL COMMISSION
Wholesale & Manufacturing Information Program**

**“HAPPY HOUR” ADVERTISING
Frequently Asked Questions**

Oregon Administrative Rule 845-007-0020(2) governs advertising of temporary price reductions. References to temporary price reductions on alcoholic beverages, including the terms “happy hour”, “dimers”, “two-for-one”, “social adjustment hour”, “free” or other similar terms, may not be advertised outside of the licensed premises. The premises may offer and advertise reduced prices on food and/or entertainment.

Following are frequently asked questions about “happy hour” advertising:

Q: Can I advertise food specials, such as “half-price appetizers – 4 to 6 pm” outside of the licensed premises?

A: Yes. It is OK to advertise food or entertainment specials outside the premises. This is true even if reduced price alcohol is offered, as long as there is no reference to the reduced price alcohol outside the premises.

Q: If external advertising says “Great prices on our happy hour food from 4-6 pm”, is there a violation?

A: We have typically allowed this when it specifically refers only to food specials; otherwise the term “happy hour” is not allowed.

Q: Is Internet advertising considered to be outside of the licensed premises?

A: Yes, it is. Discounted alcoholic drinks may not be advertised on the Internet.

Q: What if there is no reference to any kind of a discount on alcohol, but the external advertising says “Ladies Night Wednesdays”?

A: The term “Ladies Night” does not specifically promote discounted drinks. It is allowed.

Q: Can a retailer advertise the regular price of an alcoholic beverage outside of the licensed premises?

A: Yes. There is nothing that prohibits a retailer from advertising the regular price of alcoholic beverages outside the licensed premises. However, the same drink must be available at all times for the same price. There may not be advertised "regular-priced" drinks that are only available during limited times.

Q: Can a retailer have a voice message that talks about discounted drinks?

A: No. That would be considered advertising outside of the licensed premises.

For clarification or more information, contact Lynne Johnson at (503) 872-5188 or lynne.johnson@state.or.us.