

Bobby Jindal  
Governor



Cynthia Bridges  
Secretary

Troy Hebert  
Commissioner

State of Louisiana  
Department of Revenue

November 22, 2011

Dear Industry Members:

As part of a continued effort to promote awareness of and compliance with the Louisiana Alcoholic Beverage Control Law, please review the following:

Pursuant to Title 26 of the Louisiana Revised Statutes and Title 55 of the Louisiana Administrative Code (collectively, the Louisiana Alcoholic Beverage Control Laws), it is unlawful for a beverage alcohol wholesaler, manufacturer, and/or supplier to provide a licensed retail dealer with anything of value unless it is explicitly provided for as an exception in the Louisiana Alcoholic Beverage Control Laws.

The provision by a wholesaler, manufacturer, and/or supplier to a retail dealer of equipment and/or other similar devices (e.g. beer coolers, freezers, etc.) designed for the storage and/or display of beverages or any other purpose is not authorized by the Louisiana Alcoholic Beverage Control Laws. It is a violation of law for a wholesaler, manufacturer and/or supplier to provide such equipment (for sale or no charge), and it is a violation of law for a retail dealer to accept such equipment.

Any equipment or similar devices which have been provided by a wholesaler, manufacturer and/or supplier to a retail dealer licensed by the Louisiana Office of Alcohol and Tobacco Control must be immediately returned to the wholesaler, manufacturer and/or supplier. Any wholesaler, manufacturer, supplier and/or retail dealer found in violation of the Louisiana Alcoholic Beverage Control Laws is subject to suspension or revocation of their alcoholic beverage permit in addition to the possible imposition of monetary penalties.

A current version of the Louisiana Alcoholic Beverage Control Law and Regulations can be downloaded from our website at [www.atc.la.gov](http://www.atc.la.gov) under the legal division tab. You may contact me at (225)925-4041 if you have any questions regarding this memorandum or the legality of any other trade practices.

Sincerely,

A handwritten signature in black ink that reads "Troy Hebert".

Troy Hebert, Commissioner  
Louisiana Office of Alcohol & Tobacco Control

