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Bulletin #425
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STATE OF NEW YORK
LIQUOR AUTHORITY

TO: MANUFACTURERS AND WHOLESALERS OF BEER

SUBJECT: DRAUGHT BEER EQUIPMENT

The Authority during the past several years has approved, as advertising display pieces only, barrel heads on which is imprinted the name of a particular brand of beer.

It has come to the attention of the Authority that in some instances such display items are being misused in that they are incorporated as part of a draught beer dispensing system in retail establishments: usually, in such instances, they are attached to a wall adjacent to a cooler and equipped with a faucet and the connections necessary to draw beer from kegs stored in the cooler.

Subdivision 7 of Rule 11 - SERVICES AND GIFTS TO RETAILERS - sets forth those items of equipment which may be furnished, given or sold to a retailer and installed in his establishment as follows:

"7. Equipment: Rods, vents, taps, hoses (rubber or metal) choke or restrictor coil not exceeding ten feet in length to any one line, washers, couplings, vent tongues, valves, bungs, gauges, regulators, distributors, connectors, cellar thermometers, tap markers, bucks, rod brushes, air cocks, air tees, metal tubing to connect regulators and gauges, necessary parts to faucets except faucet bodies, spigots, unions and bottle openers may be furnished, given or sold to a retailer and installed in his establishment. Picnic pumps may be furnished, or loaned for temporary use at a particular function; gas may be furnished or sold for use in connection with the operation of such picnic pumps."

It should be noted that barrel heads are not included among the items enumerated in Subd. 7 and consequently, effective immediately, manufacturers and wholesalers shall not furnish, give or sell any such item to a retailer for use as part of a beer dispensing system or install the same in a retail premises for such purpose.

Manufacturers and wholesalers are reminded that they may not furnish, give, sell, lend, install or otherwise supply any retailer, directly or indirectly, with any item of equipment for use as part of a draught beer dispensing system other than those items specified in Subd. 7 of Rule 11. The licenses of offenders will be subject to disciplinary action by the Authority.

STATE LIQUOR AUTHORITY



D.S. HOSTETTER
Chairman