

ADVERTISING SPECIALTIES                    §                    BEFORE THE  
LIMIT PURSUANT TO ALCOHOLIC           §                    TEXAS ALCOHOLIC BEVERAGE  
BEVERAGE CODE SECTION 102.07        §                    COMMISSION

**ADVERTISING SPECIALTIES LIMIT ORDER**

Alcoholic Beverage Code Section 102.07(b) and newly amended Texas Alcoholic Beverage Commission (TABC) Administrative Rule 45.117(c)(2) authorize the Executive Director of the TABC to, not more than once a year, increase or decrease the total amount of advertising specialties permitted to be furnished to retailers under Section 102.07(b). Any increase or decrease may not exceed six percent based on the consumer price index and previous adjustments, if any.

Since September 1, 2021, the total cost of all advertising specialties furnished to a retailer by an applicable permittee has been \$125.00 per brand per calendar year. *See* 46 TexReg 5182 and 4006. TABC has determined that a six percent increase to the allowable amount is warranted, primarily due to inflation and the lack of adjustments in 2022 and 2023. A six percent increase applied to \$125.00 is \$132.50.

IT IS THEREFORE ORDERED THAT THE TOTAL COST OF ADVERTISING SPECIALTIES AUTHORIZED UNDER ALCOHOLIC BEVERAGE CODE SECTION 102.07(b) IS \$132.50 PER BRAND PER CALENDAR YEAR.

ENTERED AND EFFECTIVE on this the 12th day of February, 2024.

TEXAS ALCOHOLIC BEVERAGE  
COMMISSION

*Thomas Graham*

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THOMAS GRAHAM  
EXECUTIVE DIRECTOR