



CHAPTER 18B
ARTICLE 1 - GENERAL PROVISIONS

N.C.G.S. § 18B-105.

Advertising.

SOURCE General Statutes of North Carolina, as published by the General Assembly	LAST AMENDMENT IN THIS TEXT S.L. 2025-25, s. 29(6) — twelfth act in the lineage	RETRIEVED 21 September 2026, 05:36 UTC	SOURCE FINGERPRINT d1c3b107cbeb3e1fe97b6f54 - ab70a2772fd7caec30598a5 - 11bb279c78604d4b
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§ 18B-105(a) General Rule. - No person shall advertise alcoholic beverages in this State except in compliance with the rules of the Commission.

- § 18B-105(b)** Rulemaking Authority. - The Commission shall have the authority to adopt rules to:
- (1) Prohibit or regulate advertising of alcoholic beverages by permittees in newspapers, pamphlets, and other print media;
 - (2) Prohibit or regulate advertising by on-premises permittees of brands or prices of alcoholic beverages via newspapers, radio, television, and other mass media;
 - (3) Prohibit deceptive or misleading advertising of alcoholic beverages;
 - (4) Require all advertisements of alcoholic beverages to disclose fully the identity of the advertiser and of the product being advertised;
 - (5) Prohibit advertisements of alcoholic beverages on the premises of a permittee, or regulate the size, number, and appearance of those advertisements;
 - (6) Prohibit or regulate advertisement of prices of alcoholic beverages on the premises of a permittee;
 - (7) Prohibit or regulate alcoholic beverage advertisements on billboards;
 - (8) Prohibit alcoholic beverage advertisements on outdoor signs, or regulate the nature, size, number, and appearance of those advertisements;
 - (9) Prohibit or regulate advertising of alcoholic beverages by mail;

- (10) Prohibit or regulate contests, games, or other promotions which serve or tend to serve as advertisement for a specific brand or brands of alcoholic beverages; and
- (11) Prohibit or regulate any advertising of alcoholic beverages which is contrary to the public interest.

§ 18B-105(c)

A beer or wine wholesaler may give, furnish, loan, rent, or sell retailer advertising specialty items and product displays to a retail permittee, so long as the items have not been customized for an individual retail permittee, and provided that the value of the items per brand does not exceed six hundred dollars (\$600.00) per year. For the purposes of this subsection, the following definitions apply:

- (1) Product displays. - Racks, bins, barrels, casks, shelving, and similar items from which malt beverages, wine, or spirituous liquor are displayed and sold.
- (2) Retailer advertising specialty items. - Items such as trays, coasters, mats, meal checks, paper napkins, glassware, cups, foam scrapers, back bar mats, thermometers, and other similar items that bear advertising matter.

§ 18B-105(d)

The holder of a supplier representative permit, brokerage representative permit, nonresident spirituous liquor vendor permit, or distillery permit issued under G.S. 18B-1105 may give, furnish, loan, rent, or sell retailer advertising specialty items and product displays to a local board, so long as the items have not been customized for an individual local board, and provided that the value of the items per brand does not exceed one thousand dollars (\$1,000) per year. For the purposes of this subsection, the following definitions apply:

- (1) Product displays. - Racks, bins, barrels, casks, shelving, and similar items from which malt beverages, wine, or spirituous liquor are displayed and sold.
- (2) Retailer advertising specialty items. - Items such as trays, coasters, mats, meal checks, paper napkins, glassware, cups, foam scrapers, back bar mats, thermometers, and other similar items that bear advertising matter, and shall not include branded plug-in coolers.

END OF SECTION TEXT

APPARATUS FOLLOWS — DERIVED, NOT ENACTED

APPARATUS I
12 ACTS

Amendment lineage

The State prints this history as a single parenthetical at the foot of the section. It is reproduced verbatim in the colophon and unpacked below in order of enactment.



Nº	YEAR	ACT	CHARACTER
01	1923	c. 1, s. 3	ENACTED
02	C.S.	s. 3411(c)	RECODIFIED
03	1933	cc. 216, 229	AMENDED
04	1945	c. 903, s. 1	AMENDED
05	1947	c. 1098, ss. 2, 3	AMENDED
06	1957	c. 1048	AMENDED
07	1963	c. 426, s. 10	AMENDED
08	1963	c. 460, s. 1	AMENDED
09	1971	c. 872, s. 1	AMENDED
10	1981	c. 412, s. 2	AMENDED
11	2024	S.L. 2024-41, s. 4(a)	AMENDED
12	2025	S.L. 2025-25, s. 29(6)	AMENDED

APPARATUS II

1 AUTHORITY

Authorities referenced

Every G.S. cross-reference appearing in the text of this section, in order of first appearance. Nothing is characterized; the operative language is quoted from the section itself.

REFERENCE	APPEARS IN	OPERATIVE LANGUAGE IN THIS SECTION
G.S. 18B-1105	(d)	"permit, or distillery permit issued under"

APPARATUS III

Citation

FULL SECTION

N.C. Gen. Stat. § 18B-105 (2025).

PINPOINT

N.C. Gen. Stat. § 18B-105(a) (2025).

Pinpoint keys are set in the left margin of the text rather than line numbers: subsection designators are stable across editions and paper sizes, line numbers are not.

COLOPHON

Provenance

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HISTORY PARENTHETICAL, AS PRINTED BY THE STATE

(1923, c. 1, s. 3; C.S., s. 3411(c); 1933, cc. 216, 229; 1945, c. 903, s. 1; 1947, c. 1098, ss. 2, 3; 1957, c. 1048; 1963, c. 426, s. 10; c. 460, s. 1; 1971, c. 872, s. 1; 1981, c. 412, s. 2; 2024-41, s. 4(a); 2025-25, s. 29(6).)

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