

**185—17.7(123) Advertising prohibitions.** Liquor control licensees and permittees shall not advertise or display any brand of alcoholic liquor, wine, or beer on the outside of any premises licensed to sell alcoholic liquor, wine, or beer at retail, whether the sale is for on-premises consumption or off-premises consumption.

**17.7(1)** Liquor control licensees and permittees may display and advertise alcoholic liquor, wine, and beer within the licensed premises, and may distribute price lists for alcoholic liquor to customers within the licensed premises.

**17.7(2)** Reserved.

This rule is intended to implement Iowa Code sections 123.20, 123.21, 123.22, 123.24, 123.26, 123.28, 123.29, 123.30, 123.32, 123.36, and 123.51.