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NOTICE OF EMERGENCY REGULATION

The Alcoholic Beverages Control Commission has issued an emergency regulation, effective immediately, that amends 204 CMR 2.08, "Inducements," to prohibit the *receipt* of inducements by any licensee. This regulation now reads as follows:¹

2.08: Inducements

- (1) No licensee shall **directly or indirectly** give or permit to be given money or any other thing of substantial value in any effort to induce any person to persuade or influence any other person to purchase, or contract for the purchase of any particular brand or kind of alcoholic beverages, or to persuade or influence any person to refrain from purchasing, or contracting for the purchase of any particular brand or kind of alcoholic beverages.
- (2) No licensee shall **directly or indirectly receive or otherwise accept an inducement prohibited under 204 CMR 2.08(1).**

This emergency regulation will be in effect until December 22, 2019.

Copies of this emergency amendment can be found at www.mass.gov/abcc or may be obtained at the Alcoholic Beverages Control Commission, 95 Fourth Street, Suite 3, Chelsea, Massachusetts 02150.

As always, all licensees must ensure that they are in compliance with the laws of the Commonwealth of Massachusetts, and that sales of alcoholic beverages take place only as authorized by state law.

(Issued September 12, 2019)

¹ Red-lined text indicates where the regulation has been amended.