DISTRICT OF COLUMBIA GOVERNMENT
Alcoholic Beverage Regulation Administration

May 28, 2015

Dear Licensee:

The Alcoholic Beverage Regulation Administration (ABRA) is notifying you of a new District law that limits alcoholic beverage advertisements in the windows of your establishment.

Effective, May 2, 2015, all advertisements relating to alcoholic beverages can only be displayed in the windows of a licensed establishment if the total area covered by the advertisements does not exceed 25 percent of the window space.

ABRA investigators will be enforcing the new law immediately; however, licensees will be granted a warning for a first-time offense of the new law.

The law, known as the Omnibus Alcoholic Beverage Regulation Amendment Act of 2014 (20-902), went into effect after the Congressional review period expired. Mayor Muriel Bowser signed the bill on January 26, 2015.

If you have any questions, please contact ABRA at (202) 442-4423 or abra@dc.gov.

Sincerely,

Fred P. Moosally
Director