



ABC Guidance for Social Media

Under California law, with a few exceptions, no alcohol beverage manufacturer or supplier may “*furnish, give, or lend any money or other **thing of value**, directly or indirectly, to*” an on or off premise alcohol beverage retailer.

What is a “thing of value”?

Social media posts by suppliers that refer to retailers in a complimentary manner can and have been deemed by the ABC to be “free advertising,” and therefore in violation of the law.

Who Is a Retailer?

Anyone who holds an ABC license for selling alcohol to consumers, including:

- Bars
- Restaurants
- Bottle shops
- Grocery stores

What is Social Media?

- Facebook
- Instagram
- LinkedIn
- Twitter
- Yelp
- Vine
- Foursquare
- Google+
- Tumblr
- Flickr

What Am I Allowed to Do?

- Post the name, location and contact information for retail locations where your products are sold with the following conditions:
 - **Must list at least 2 or more unaffiliated retailers**
 - **Giving each equal prominence**
 - **Without giving any laudatory comments**
- Respond to a direct consumer inquiry with the following conditions:
 - Must list at least 2 or more unaffiliated retailers
 - Giving each equal prominence
 - Without giving any laudatory comments
- Advertise an Educational Event (“Beer Dinner”) with the following guidelines:
 - You can list the retailer and their address as location for event

- Only list reference to the retailer and make it relatively inconspicuous in relation to the ad as a whole
- List the time and date
- List the beers being served
- **A representative of the brewery must be present at the event and able to discuss the beer to qualify as an educational event.**

What Else Am I Allowed to Do?

- Advertise your own beer
- Advertise your tasting room
 - Be careful posting about food trucks. They may be connected to a restaurant with a retail license
- Support other brewers
 - Before supporting a fellow brewer on social media, be aware of any additional retail licenses that they may have

What Shouldn't I Do?

- Post the retail price of your beer
- Post any laudatory comments about a retailer expressing praise and commendation
 - **This also includes brewery staff**