



KEVIN KAMENETZ
County Executive

September 11, 2014

CHARLES E. KLEIN, *Chairman*
Board of Liquor License Commissioners

Dear Licensee:

Many exciting events are happening around Baltimore County, especially from the success generated by the Orioles and the Ravens. Our establishments have certainly jumped on the bandwagon and are offering drink specials to coincide with the Orange and Purple fever and passion. The liquor board applauds your enthusiasm and pride in our sports teams.

It has come to our attention that many establishments are offering "free" shots or drink specials coinciding with Ravens and Orioles success; additionally, accounts are also offering, "Ladies drink free after," all of which are prohibited.

I must remind our licensees that Article 2 B specifically prohibits any licensee from offering "free alcohol":

§ 12-107. Restrictions upon retail dealers

(b) Consumption on premises --

(2) Except as provided in paragraph (10) of this subsection, it shall be unlawful for any person to drink on the licensed premises of any license holder any alcoholic beverages not purchased from the license holder on said premises and not permitted by this article to be consumed on the premises; and it shall be unlawful for any license holder to permit any person to drink any alcoholic beverage not purchased from the said license holder on the premises covered by the license which he holds and not permitted by this article to be consumed on the premises.

The regulation is clear. The Liquor Board is asking all establishments to discontinue the practice and to please remove the word "free" from any promotional piece or advertisement.

We would also like to take this opportunity to remind our licensees that promotions such as these can and often lead to over consumption, which has the potential to cause further damaging issues.

The Liquor Board is fully supportive of your efforts to promote our sports teams and help raise the level of excitement in our town as we root for a World Series and Super Bowl ring. We only ask that you do that in ways that are responsible and keep the citizens of Baltimore County safe.

Go Os and Ravens!

Respectfully,

A handwritten signature in black ink, appearing to read "Michael Mohler".

Michael Mohler
Chief Administrator