

ADVERTISING SPECIALTIES § **BEFORE THE**
 § **TEXAS ALCOHOLIC BEVERAGE**
LIMIT PURSUANT TO ALCOHOLIC § **COMMISSION**
 § **SECTION 102.07** §

ADVERTISING SPECIALTIES LIMIT ORDER

Alcoholic Beverage Code Section 102.07(b) and Texas Alcoholic Beverage Commission (TABC) Administrative Rule 45.117(c)(2) authorize the Executive Director to, not more than once a year, increase or decrease the total amount of advertising specialties permitted to be furnished to retailers under Section 102.07(b). Any increase or decrease may not exceed six percent based on the consumer price index and previous adjustments, if any.

By order dated February 19, 2025, the total cost of all advertising specialties furnished to a retailer by an applicable permittee was set at \$140.45 per brand per calendar year. *See* 50 TexReg 1837.

TABC has determined that a six percent increase to the allowable amount is warranted, primarily due to inflation and the lack of adjustments in years prior to 2024. A six percent increase applied to \$140.45 is \$148.88.

IT IS THEREFORE ORDERED THAT THE TOTAL COST OF ADVERTISING SPECIALTIES AUTHORIZED UNDER ALCOHOLIC BEVERAGE CODE SECTION 102.07(b) IS \$148.88 PER BRAND PER CALENDAR YEAR.

ENTERED AND EFFECTIVE on 2/26/2026.

TEXAS ALCOHOLIC BEVERAGE
COMMISSION

Thomas Graham

THOMAS GRAHAM
EXECUTIVE DIRECTOR