

**ALABAMA ALCOHOLIC BEVERAGE CONTROL BOARD
ADMINISTRATIVE CODE**

**CHAPTER 20-X-6
OPERATION OF LICENSED PREMISES**

**20-X-6-.13 Limitations On Happy Hour And Similar Price
Reductions.**

(1) It shall be unlawful for any ABC Board licensee to:

(a) Serve multiple drinks for a single price.

(b) Establish a single retail price based upon the required purchase of two or more drinks.

(c) Sell or otherwise furnish drinks before 10 a.m. or after 9 p.m. at a price which is reduced from the usual customary or established retail price charged for such drinks.

(d) Sell or provide one person or group of persons drinks at prices less than those charged the general public for that day.

(2) Nothing herein shall be construed to prohibit a licensed establishment, whose primary purpose is to provide overnight lodging, from offering complimentary alcoholic beverages to registered guests who are of legal age to consume alcohol.

(3) Nothing herein contained shall be construed to prohibit the dispensing of drinks customarily sold in pitchers, provided such pitchers shall be available at all times the licensee is open for business. The usual, customary or established retail price thereof shall not be reduced before 10 a.m. or after 9 p.m.

(4) The term "drink" or "drinks" is defined herein to mean any beverage containing any quantity of alcohol. "Multiple drinks" is defined to mean two or more drinks containing any quantity of alcohol or a single container which contains more than the normal quantity of alcohol for an individual drink in accordance with ABC Board Regulation 20-X-6-.04(2). The term "pitcher" is defined to mean any receptacle containing a maximum of sixty (60) fluid ounces of beverages.

(5) This regulation shall not apply to legitimate, prearranged private parties, functions, or events where guests thereof are served in a room or rooms so designated and used exclusively therefor.

Author: ABC Board

Statutory Authority: Code of Ala. 1975, §28-3-49.

History: **Repealed and New:** Filed August 21, 1998; effective October 16, 1998. **Amended:** Published August 31, 2021; effective October 15, 2021.