

There are a couple of things that govern alcoholic beverage advertising in Vermont:

1. 7 V.S.A. 660 establishes Vermont's very limited law on advertising.
2. 7 V.S.A. 104(9) requires the Board to "Adopt rules regarding labeling and advertising of alcoholic beverages by adoption of federal regulations or otherwise, and collaborate with federal agencies in respect to the adoption and the enforcement of the rules."