



TEXAS ALCOHOLIC  
BEVERAGE COMMISSION

*Supporting Businesses and Protecting Texans*

# 2026 FIFA World Cup Guide

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For **retailers** selling for on- and off-premises consumption

# Disclaimer



TABC developed the information in this document to provide you with the basic legal requirements and limitations for topics listed herein.

This is only meant to be a summary of applicable Texas alcohol laws and rules and is not meant to be an exhaustive statement of the law or to be construed as a legal authority.

For complete legal requirements, please access the following:

- [Texas Legislature Online](#),
- [Texas Alcoholic Beverage Code](#),
- [TABC Administrative Rules \(Tex. Admin. Code, Title 16, Part 3\)](#), and
- [TABC Marketing Practices Advisories](#)

*This does not cover requirements and restrictions primarily imposed or enforced by government entities other than TABC – such as the U.S. Dept. of the Treasury’s Alcohol and Tobacco Tax and Trade Bureau, Texas Secretary of State, Texas Comptroller of Public Accounts, your local Tax Assessor-Collector, your local health department, your local police department, etc.*

# Guide Outline



*This is an optional course covering basic compliance issues for businesses and their employees that conduct alcoholic beverage sales to consumers. **This is NOT a Seller/Server Certification Course.** Completion of this course does NOT help insulate a business from TABC violations. For information about those courses, visit the [TABC Certification webpage](#).*

- **Maintaining the Premises**
- **Alcoholic Beverage Sales**
  - Hours for Sales and Consumption
  - Drink Limits
  - Minors & Checking IDs
  - Intoxicated Persons
  - Intervention Suggestions
- **Sales at Temporary Locations**
- **Marketing and Promotions**
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- **Required Reports & Education**
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# **Maintaining the Licensed or Permitted Premises**

# Maintain Premises | Control and Safety



**License and permit holders and their staff have a duty to maintain:**

- **A healthy and safe environment** for all persons on their premises.
- **Exclusive occupancy and control** of the entire premises in every phase of storing, distributing, possessing, transporting, and selling alcohol.

**TABC representatives and all peace officers are authorized to enter your premises at any time** to conduct an investigation or inspection for compliance with the Texas Alcoholic Beverage Code and TABC Rules.

**Retailers must conduct their business in a manner that is consistent with the general welfare, health, peace, morals, safety of the people, and the public's sense of decency. Examples of potential violations include:**

- Solicitation of a person for immoral or sexual purposes, and solicitation to buy drinks for consumption by the retailer or its employees.
- **Being intoxicated on the licensed premises.**
- **Possession of illegal drugs** or any equipment used for administering such.
- Rudely displaying a deadly weapon in a manner calculated to disturb persons in the establishment.
- Failing or refusing to comply with state or municipal health or sanitary laws or ordinances.

Tex. Alco. Bev. Code 11.49, 11.61, 61.51, 61.71, 104.01, 109.53; TABC Rules 34.2, 34.3

# Maintain Premises | Alcohol – On-Prem. Retailers



## **Wine and Malt Beverage Retailer's Permit (BG) and Retail Dealer's On-Premise License (BE)**

- May sell alcoholic beverages for consumption on or off the retailer's premises.
- May allow customers to bring their own alcohol onto the premises.
- If the business allows customers to bring their own alcohol, they are allowed to charge the customer a fee ("corkage fee" or "set up fee") for providing bottle opening service, cups, glasses, ice, etc.

## **Mixed Beverage Permit (MB) and Private Club Registration Permit (N)**

- Generally, may NOT allow customers to bring their own alcohol onto the premises or allow customers to leave the premises with alcohol.
- Private clubs operating under the locker system may allow members to bring alcohol onto the premises for locker storage.
- Customers who order wine with food may LEAVE with the container of wine (the bottle may be opened or unopened).
- May conduct alcohol to-go sales for pickup or delivery under certain conditions.
- MBs that also hold a Brewpub License may allow customers to leave with malt beverages produced by the brewpub (may not exceed 1,000 barrels annually).

# Maintain Premises | Alcohol – Off-Prem. Retailers



- **No Open Containers:** No one may consume alcohol or possess an open container on the “premises” — except for lawful sampling or tasting events.
- **No Repackaging for Resale:** Alcohol products must be sold in their unbroken original packaging and must not be repackaged for resale.
  - Exception: A package may be broken down to the individual containers (i.e., singles) for resale.
  - *\*Hotel Package Stores: may deliver unbroken packages of alcoholic beverages to bona fide hotel guests in their rooms for consumption in their rooms.*



# **Alcoholic Beverage Sales and Service to Consumers**

General Requirements and Restrictions

# Sales and Service | Hours – On-Prem. Retailer



**On-premises retailers may sell alcoholic beverages during the following times:**

- Monday to Friday: 7:00 a.m. to 12:00 a.m.
- Saturday: 7:00 a.m. to 1:00 a.m. Sunday morning
- Sunday morning: 10:00 am to 12:00 p.m. **\*only if alcohol is served with food**
  - Exception: Food service not required at a festival, fair, sports venue, or concert
  - Exception: Food service not required for BG permits and BE licenses if sold for off-premises consumption
- Sunday afternoon: 12:00 p.m. to 12:00 a.m.
- On-premise retailers who hold a **Late Hours Certificate** may sell until 2:00 am on any day.
- On-premise retailers **located in a hotel** may sell alcohol to registered hotel guests at **any time**.

**On-premises retailers may allow alcohol consumption on their premises up to 15 minutes after the above listed times.**

# Sales and Service | Hours – Off-Prem. Retailer



## Package Stores may be open and sell alcohol during the following times:

- Monday to Saturday: 10:00 a.m. to 9:00 p.m.
  - If a customer enters before 9 p.m., you may give them a reasonable amount of time to finish shopping.
- Prohibited on Sunday\*

## Off-premises retailers may sell wine and malt beverages during the following times

- Monday to Friday: 7:00 a.m. to 12:00 a.m.
- Saturday: 7:00 a.m. to 1:00 a.m. on Sunday morning
- Sunday: 10:00 a.m. to 12:00 a.m.

*\*Wine-Only Package Stores may not sell wine over 17% ABV on a Sunday or after 10:00 P.M. on any day*

# Sales and Service | Drink Limits – On-Prem. Retail



It is a violation to sell, serve, or offer more than 2 drinks to a single consumer at one time.

- **Exceptions:** may sell, serve, or offer more than 2 drinks at a time at a...
  - Private party, charity event held on a hotel premises, or temporary charitable event; or,
  - Public Entertainment Facility if a ticketholder's pass includes alcoholic beverages in the ticket price.
- **License and permit holders may:**
  - Sell/serve alcohol in bottles, pitchers, buckets, etc. to **2 or more consumers** at a time (scratch stamp on bottle first).
  - Sell/serve wine by the bottle to an individual consumer during the sale or service of a meal.
  - Include more than 2 alcoholic beverages as part of a meal or hotel package.

Tex. Alco. Bev. Code 11.61, 61.71; TABC Rule 45.103

# Sales and Service | Minors



- **It is illegal to sell or serve alcohol to a minor.** Checking IDs is a good way to avoid illegal sales/service to minors.
  - Don't rely on a customer's appearance or behavior as some minors look older than their actual age
  - If a person sells alcohol to a minor, they will only be **protected from criminal liability** if: the minor falsely represented themselves as 21 or older by displaying an apparently valid ID (not expired) issued by a governmental agency that contains both a physical description and photo consistent with the minor's appearance
    - The ID may include a driver's license or identification card issued by the Department of Public Safety, a passport, or a military identification card.

# Sales and Service | Minors – ID Check Required



- Checking ID is **required** for TABC-licensed businesses when supplying consumable hemp products (CHP) to consumers
- **Must not sell, serve, or deliver CHPs to minors** (persons under 21 years old)
- **Must check a person's ID** before selling, serving, or delivering CHPs to them
- **Must only accept an ID that meets the following requirements:**
  - Issued by a government agency (e.g., driver's license, passport, military ID)
  - Includes a physical description and photo consistent with the person's appearance
  - Appears to be valid and unexpired
  - Shows that the person is 21 or older
- A TABC license or permit does not authorize a business to engage in the CHP industry. A business that wants to engage in that industry must get [proper authorization from DSHS](#)

# Sales and Service | Minors – Avoid Violations



## • Recognize fake IDs

- Picture + physical description on ID: match the presenter
- Information on the ID: presenter can answer questions
- Font: consistent, sharp vs. inconsistent, blurry, smudged
- Feel: smooth, durable vs. flimsy, bumpy, glue lines, etc.
- Govt. logo: blends with design vs. altered/out of place
- Hard to replicate security features:
  - Holograms and watermarks
  - UV light images (appear only under a UV light)
  - Microprinting (looks like as a line, but text appears if magnified)
- Compare with a known valid ID: size, color, font, corners
- Ask for a second form of ID

## • Know your company policy on

- How to check IDs
- What IDs to accept
- When to refuse a sale
- How to refuse a sale
- How to handle difficult customers
- When to involve the Manager

## • If someone presents a fake ID

- Refuse service
- Give the ID back to the presenter
  - **Private citizens are NOT legally authorized to confiscate an ID**

# Sales and Service | Intoxication



- **Don't sell or serve alcohol to intoxicated persons**
  - Licensed/permitted businesses and their employees have a duty to intervene.
  - Tell management and other staff right away if you suspect a customer is intoxicated.
  - If the customer is attempting to order a drink, politely refuse to serve the customer.
  - Call law enforcement if the customer refuses to leave, appears to be a danger to themselves or others, or attempts to drive.
  - [Tips for Refusing Alcohol to Intoxicated Customers](#) (*printable poster*)

Tex. Alco. Bev. Code 1.05, 11.61, 61.71, 101.63, 104.01; TABC Rules 34.2, 34.3, 45.103



# **Alcoholic Beverage Sales and Service to Consumers**

Temporary Locations and Events

# Temporary Events | When a Permit Is Needed



- **It's illegal to sell alcohol without a TABC license or permit**
- Alcohol is presumed to be “sold” if the exchange of money or other consideration is required for a consumer to receive the alcohol
- To be “free,” the alcohol must be available to any adult who walks up and requests it; there should be no requirement to receive a donation, tip, or payment in exchange for an alcoholic beverage
- Examples of free alcohol where a license or permit is **not** required:
  - A non-ticketed/non-paid entry corporate event, private party, or similar event with an open bar/free drinks
  - A boutique that serves free wine while you shop, even if you don't buy anything

Tex. Alco. Bev. Code 1.06, 6.01, 11.01, 61.01; TABC Rule 33.79

# Temporary Events | Formats and Eligibility



## 1. Nonprofit entities may sell alcohol at temporary events

- Must obtain a **Nonprofit Entity Temporary Event Permit (NT)** and/or file a **Nonprofit Entity Temporary Event Auctions form**
- Nonprofit Entity Temporary Event Permit holder is **classified as a retailer**

## 2. Any non-licensed entity may put on an event and have these licensees conduct sales away from their premises:

- Mixed Beverage Permit (MB)
- Wine and Malt Beverage Retailer's Permit (BG)
- Retail Dealer's On-Premise License (BE)
- \*Private Club Permit (N, NE, NB)
- \*Winery Permit (G)
- \*Distiller's and Rectifiers Permit (D) (**no sales, free samples only**)

The TABC-licensed business must submit a **File and Use Notification form** or a **Temporary Event Approval form**.

*\*Private Clubs may only host temporary events in the county of their premises for certain political, charitable, civic, fraternal, or religious organizations*

*\*Wineries and distilleries are limited to a civic or wine/distilled spirit festival, farmers' market, celebration, or similar event ("celebration" covers public and private events like weddings, birthdays, fundraisers, concerts, wine club events, etc.)*

## 3. TABC licensees listed above may put on an event at a temporary location under the following scenarios:

- May get temporary event authorization to conduct their own sales at their event (distillers may only provide free samples)
- May get a nonprofit or another TABC-licensee listed above to conduct sales at the off-site event

# Temporary Events | Authorization – Retailers



- **Authorization Option 1:** On-premises retailers may submit the [File and Use Notification Form](#) to TABC if the temporary event meets **all of the following criteria:**
  - Event is private, not open to the public (ticket sales and multi-day events may indicate that the event is not private)
  - Estimated attendance is no more than 500 people
  - Estimated wholesale value of alcohol to be served/sold is less than \$10,000
  - Event is not sponsored by an alcohol distributor/wholesaler or manufacturer
- **Submit the Form:** any time prior to the event using the [Alcohol Industry Management System \(AIMS\)](#); there are no fees for submitting this form
- **Authorization:** may begin sales at the temporary event immediately after submitting the form to TABC (no TABC pre-approval needed).

TABC Rules 33.71, 33.72, 33.73, 33.75, 33.76

# Temporary Events | Authorization – Retailers



- **Authorization Option 2:** [Temporary Event Approval Form](#) – on-premises retailers must submit this form to TABC for all temporary events that don't meet the File and Use Notification criteria
- **Submit the Form:** at least 10 business days before the event using the [Alcohol Industry Management System \(AIMS\)](#); no fees if you timely submit
- **Late submission fees:** if you submit this form to TABC less than 10 business days before the event, you must pay the following late filing fees for TABC to process your form:
  - \$300 if received 7-9 business days before the event
  - \$500 if received 4-6 business days before the event
  - \$900 if received 1-3 business days before the event
- **Authorization:** must receive TABC approval before you may sell/serve alcohol at the event

TABC Rules 33.71, 33.72, 33.73, 33.74, 33.75, 33.77

# Temporary Events | Authorization – Retailers



## File & Use and Temporary Event Forms – Authorization Only Lasts Up To 4 Days

- Input the dates needed for event authorization, which must cover the dates when sales will occur AND during which alcoholic beverages will be delivered or stored at the event
- You may only enter a date range of up to 4 consecutive days on a form
- If you need approval for more than 4 days, submit a separate FUN or TEA form to TABC for each 4-day period for which you need approval
- Submit all of these separate forms for the same event to TABC at one time (at least 10 business days before the event starts for TEAs)

TABC Rules 33.71, 33.72, 33.73, 33.76, 33.77

# Temporary Events | Venue – If Permit Is Required



- **Venues for Events that Require a TABC Permit (i.e. if alcohol is sold)**
  - Choose a location with a local option election (wet/dry) status that allows sales of the class of alcohol to be sold at the event
  - Choose a venue that is not already covered by a TABC permit
    - If the venue is covered by an existing TABC permit, the venue's existing permit holder may conduct sales/service, **OR**
    - If the venue is covered by an existing TABC permit, contact TABC about eligibility to redraw the boundaries of the existing licensed premises to conduct an event in unlicensed areas
  - Permit holder may not conduct more than 10 events at the same property in a year if they **own or lease that property**
    - Exception: this does not apply to locations that qualify as Public Entertainment Facilities

# Temporary Events | Acquiring Alcohol – If Permit Is Required



## For Events That Require a TABC Permit

- General Rule: may not sell or serve any donated alcoholic beverages (except in auctions by nonprofit organizations)
- Nonprofit Temporary Event Permit Holders
  - **Distilled Spirits** – must purchase from a package store with a local distributor's permit
  - **Malt Beverages & Wine** – may purchase from the holder of a wholesaler's permit or distributor's license, or a package store with a local distributor's permit
  - **Spirits & Wine for AUCTION** – must be donated to the nonprofit (may not auction spirits and wine it has purchased)
- Licensed On-Premise Retailers: may acquire from their inventory and transport to the event (even if the event is in another county) or purchase products from their usual lawful sources
  - **\*Mixed Beverage Permit Holders**: if the event is in another county, you may also purchase from authorized sellers in the county of the event (if the county of the event includes more than one malt beverage territory, malt beverages must be purchased from the distributor with the territorial agreement covering the event's location)

Tex. Alco. Bev. Code 25.16, 28.07, 28.19, 30.05, 30.06, 32.08, 32.25, 69.18; TABC Rules 33.78, 33.79, 33.81, 41.57

# Temporary Events | Required Signs



- **TABC Temporary Event Premises Diagram and Permit or Authorization:** must display during the event in a publicly visible place
- **Complaint Sign:** must display on the premises in a publicly visible place (i.e., near the door or by the register/POS)
- **Health Risk Warning Sign (Fetal Alcohol Syndrome):** must display at the door of each restroom on the premises
- **Red Handgun Warning Sign:** must display prominently at each entrance to the business (must be visible prior to entry)
  - Required for locations where 51% or more of income is derived from the sale of alcoholic beverages for on-premise consumption
  - Not required for locations that have a Food and Beverage Certificate
- **Human Trafficking Sign:** must display on the premises where it is clearly visible to employees and the public
  - Not required for on-premise retail locations that have a Food and Beverage Certificate
- **Under 21 Sign:** optional sign businesses may display to inform customers it's a crime to buy or attempt to buy alcoholic beverages if you're under 21, to present a fake ID, or to misrepresent your age to buy alcoholic beverages

[View and Download Required Signs](#)

Tex. Gov't Code Sec. 411.204; Tex. Alco. Bev. Code 5.53, 11.04, 11.042, 61.01, 61.111, 104.06, 104.07; TABC Rules 31.4, 33.73

# Temporary Events | Remaining Alcohol



- **Once the event has ended, if there is alcohol remaining...**
  - Holders of a 2-year retail license or permit may return remaining alcoholic beverage products to their primary licensed location
  - Holders of a Nonprofit Entity Temporary Event Permit may – for 24 hours following the official close of the event – sell any remaining alcoholic beverages to any TABC licensed business that is authorized to purchase alcohol for resale. Records of these transactions must be maintained.

Tex. Alco. Bev. Code Sec. 109.54; TABC Rule 33.73

# Sponsorships and Donations | Alcohol



## Alcohol Donations by Alcoholic Beverage Businesses

- Not allowed at TABC-permitted premises/events where alcohol is being sold or served
  - **Exception** – alcohol may be donated to Nonprofit Entity Temporary Event Permit holders **for use only in an auction**; a Nonprofit Entity Temporary Event Permit holder may NOT sell donated alcohol for on-site consumption
- Allowed at non-permitted premises/events where no alcohol sales are being conducted
  - The donating alcohol business cannot deliver the donated products to an unlicensed location – the host entity or their staff must pick up the donated alcohol or hire a Carrier's Permit holder to do so
  - The donating alcohol business **may not** attend the event **to promote or serve their donated alcohol** products

## Alcohol Donations by NON-Alcoholic Beverage Businesses

- Not allowed at TABC-permitted premises/events where alcohol is being sold or served
- Allowed at non-permitted premises/events where no alcohol sales are being conducted

# Sponsorships and Donations | Money



## Monetary Donations/Sponsorships by Alcoholic Beverage Businesses

- **Non-Permitted Premises/Events Where No Alcohol Sales Occur**
  - Any person or business can financially sponsor the event
  - If the event is hosted by or benefitting a non-profit, the nonprofit entity may enter into sponsorship or underwriting agreements with members of the alcoholic beverage industry, including agreements for advertising, signage, and product exclusivity
- **Non-Permitted Nonprofit Hires a TABC-Permitted Entity to Conduct Sales**
  - The unpermitted nonprofit **may accept cash donations and may enter sponsorship agreements**, and sponsors may be present to promote their brand/products
  - The TABC retailer must remain independent from event sponsors and may not receive any direct benefit or service from an upper-tier event sponsor

Tex. Alco. Bev. Code 102.01, 102.07, 102.15, 108.04, 108.06, 108.53, 109.58; TABC Rules 33.78, 33.79, 45.111; Marketing Practices Advisory Nos. 17, 26

# Sponsorships and Donations | Money



## Monetary Donations/Sponsorships by Alcoholic Beverage Businesses

- Nonprofit Event Host Obtains a Nonprofit Entity Temporary Event Permit (NT) to Conduct Sales
  - The nonprofit is considered an alcoholic beverage retailer
  - Permitted nonprofit host **may accept cash donations** but **cannot enter into an agreement regarding** (1) anything being received in exchange for a donation, (2) which alcoholic beverage products will be sold at the event, and (3) sponsorship rights, including signage or advertising (sponsor may NOT be present to promote their brand/product)
- For-Profit TABC-Permitted Entity Puts on the Event
  - Permitted entity **cannot accept donations** and **cannot enter into an agreement regarding** (1) anything being received in exchange for a donation, (2) which alcoholic beverage products will be sold at the event, and (3) sponsorship rights, including signage or advertising

## Monetary Donations/Sponsorships by NON-Alcoholic Beverage Businesses

- Allowed for all permitted events and non-permitted events

Tex. Alco. Bev. Code 102.01, 102.07, 102.15, 108.04, 108.06, 108.53, 109.58; TABC Rules 33.78, 33.79, 45.111; Marketing Practices Advisory Nos. 17, 26

# Sponsorships & Donations | Advertising



- **Charitable or Civic Events that Receive a Donation/Sponsorship from an Alcoholic Beverage Business**
  - Alcoholic beverage businesses may place signs and/or advertising materials **at the charitable or civic event** indicating their participation in or sponsorship of such event
  - Any proceeds from the placement of signs advertising alcoholic beverages must be received by the charity or civic endeavor
  - Alcoholic beverage businesses may not give anything to a retailer for placement of signs

Tex. Alco. Bev. Code 108.04, 108.53, 109.58; TABC Rules 33.78, 33.79, 45.111; Marketing Practices Advisory Nos. 17, 26



# Marketing to Consumers

## Promotions and Advertising

# Promotions for Consumers | Coupons



**This applies to promotions and any advertisements of such in traditional or social media**

- **License and permit holders may NOT offer any person any inducement with the purchase of alcoholic beverages** (E.g., “buy 3 or more bottles of wine to receive a free wine opener”).
- **May NOT require a consumer to purchase an alcoholic beverage to receive a free or discounted item**
- **May NOT offer rebates or coupons for the purchase of, or discount on, alcoholic beverages**
  - Retailers may offer a free drink or drink discount as part of meal package, hotel package, airline ticket purchase – so long as it is not identified with a specific alcohol brand and so long as the consumer is not required to present a coupon to receive the offer
  - Manufacturers, distributors, wholesalers, and retailers may offer a discount, rebate, or cents-off coupon on any non-alcohol product (e.g., branded t-shirts, glassware, bottle openers) so long as it does not require the purchase of any alcoholic beverage

# Promotions for Consumers | On-Premise



Promotions that may NOT be offered at on-premise retail locations, nor be the basis of advertisements: **anything reasonably calculated to result in a consumer's excessive consumption of alcohol**, including...

- Sell, serve or offer more than 2 drinks to a single consumer at one time
- Sell, serve, or offer 2 or more open drinks at a price less than the number of containers actually sold or served (e.g., "2 for the price of 1" and "buy 1, get 1 free")
- Sell, serve, or offer an undetermined quantity of drinks for a fixed price (e.g., "bottomless mimosas" or "all you can drink...")
- Sell, serve, or offer drinks at a reduced price to consumers paying a fixed "buy-in" price (e.g., mug club)
- Sell, serve, or offer drinks at a price contingent on the amount of alcoholic beverages consumed by an individual
- Serve or offer more than 1 free drink per day to any identifiable segment of the population
- Increase the volume of alcohol contained in a drink without increasing proportionally the price thereof
- Offer discounted / reduced drink prices after 11:00 p.m. (exception: an all-day special may go past 11pm)

***The restrictions on this page do NOT apply to private parties, charitable events, or persons at public entertainment facilities whose ticket or pass includes drinks***

# Promotions for Consumers | On-Premise



Promotions that may NOT be offered at on-premise retail locations, nor be the basis of advertisements: anything reasonably calculated to result in a consumer's excessive consumption of alcohol, including... (...continued)

- An entry fee to recover financial losses from reduced or low drink prices
- Conduct, sponsor, participate in, or allow a game/contest determined by quantity of drinks consumed, or where drinks are awarded as prizes
- Engage in any practice calculated to induce consumers to drink to excess
- Engage in any practice that would impair the license/permit holder's ability to monitor or control consumers drink consumption

***The restrictions on this page DO apply to private parties, charitable events, and persons at public entertainment facilities whose ticket or pass includes drinks***

# Promotions for Consumers | On-Premise



The following promotions may be offered at on-premises retail locations, advertised at the premises, and be the basis of advertisements in either traditional or social media:

- Drink prices (e.g., "\$2 well drinks all day")
- Brand names
- Happy hour prices, times, and brands (e.g., "reduced drink prices 4p-7p"), but must end by 11 p.m.
- All-day drink specials (e.g., "\$2 vodka well drinks from opening until 2 a.m.")
- Free or reduced-price food/entertainment so long as it's not based on the purchase of alcohol
- Alcoholic beverages included as part of a meal or hotel/motel package
- Sell or serve wine by the bottle to individuals during the sale or service of a meal to the consumer
- Sell or serve alcohol in pitchers, carafes, buckets or similar containers to two or more consumers at a time
- 1 free drink for a birthday, anniversary, or similar occasion (can't advertise)

# Promotions for Consumers | Off-Premise



## Promotions that MAY be offered at off-premise retail locations and be the basis of advertisements

- Drink prices (e.g., “case of beer for \$25”)
- Brand names
- Quantity Discounts (e.g., “save 10% when you buy 6 or more bottles of wine”)
  - *Must not require the consumer to present a coupon to take advantage of the promotion*
- Free or reduced-price for a non-alcohol product so long as the offer is not based on the purchase of an alcoholic beverage
  - **It is illegal to require a consumer to purchase an alcoholic beverage to receive a free or discounted item**

## Discounts

- Retailers may sell alcoholic beverage products below cost to lead customers into the store (“loss leader”), but this practice could be illegal if structured in a way that violates another law or rule
- Package Stores and Wine Only Package Stores are prohibited from allowing excessive discounts on liquor

Tex. Alco. Bev. Code Sec. 102.07; Marketing Practices Advisory No. 12

# Advertising to Consumers | Outdoor Ads



## Advertising Outside a Licensed/Permitted Location, or Inside and Visible to the Outside Public

- No one may place outdoor ads where the sale of alcoholic beverages is prohibited (dry areas) nor advertise alcohol through a sound vehicle or handbill (a flyer) on public streets, alleys, or highways
- Alcohol Retailers may NOT display alcohol prices on premises that can be read by persons outside of the premises, except...
  - FB Certificate holders may place a menu with food and alcohol prices on an exterior wall, but it must be the same size and use the same font size as menus inside
  - Retailers authorized to sell alcohol to-go may place a menu in a drive-through lane that is visible only by a person in the drive-through lane
- Alcohol Retailers may accept or purchase interior signs from authorized upper-tier members (Rules 45.113 and 45.117) and use those signs for outdoor advertising purposes only on the exterior walls or enclosure of the building where the license or permit is issued and inside the building.
- Private Clubs may advertise any class of alcoholic beverage in areas where its sale is legal for on-premise consumption, and must state in all alcohol advertisements that alcohol service is only for club members

Tex. Alco. Bev. Code 108.02, 108.07, 108.51, 108.52, 108.56; TABC Rules 45.105, 45.110, 45.112, 45.113, 45.117



# Human Trafficking

# Human Trafficking in Texas



- Human traffickers are drawn to high profile events like the World Cup.
- Help fight human trafficking by reporting suspicious activity to:
  - **Call 9-1-1 (emergency situations)**
  - **National Human Trafficking Hotline**
    - Call 1-888-373-7888, or
    - Text 233733
  - **Report via iWatch**
    - Go to [iWatchTX.org](http://iWatchTX.org) (can remain anonymous)
    - Call 1-844-643-2251



# Identifying Operations



## At Bars and Convenience Stores

- High level of security at run-down locations
- Powerlines running to a back building
- Beds, cots, and makeshift rooms
- Books with names/check marks
- Condoms, condom wrappers, gel, napkins
- References to “in the game,” “in the life,” or “the stable”

## At Hotels

- Different men accessing one room in short intervals
- Excessive noise
- Observe same female(s) on different visits with different men
- Abandoned or locked out young adults on property
- Multi-passenger van(s) on property

## At Truck Stops

- Verbal references to “commercial company” being offered
- Billboards for massage parlors directed specifically at truckers
- Truckers flashing headlights at women or children walking the tarmac (parking lot)
- Women or children walking up and down the tarmac, and/or knocking on truck cab doors



# Required Reports and Education

# Reports | Breach of the Peace



- **General Reporting Requirement**

- Licensees/permittees must timely report to TABC a breach of peace that occurs on their premises, even if the breach was unintentional or already reported to local law enforcement. They must report the breach of peace as soon as possible, but not later than the following...

- **Aggravated Breaches: Must Report to TABC Within 24 Hours**

- Incidents involving a shooting, stabbing, serious bodily injury, or murder

- **Simple Breaches: Must Report to TABC Within 5 Days**

- An incident in which law enforcement or emergency medical services respond
- An incident that occurs while the licensee/permittee, or a person allowed by them, is on the premises and that involves – bodily injury, threat with a weapon, firearm discharged, or destruction of licensee's/permittee's property if such destruction is reported to a law enforcement agency

Tex. Alco. Bev. Code 11.49, 11.61, 22.12, 24.11, 25.04, 26.03, 28.11, 32.24, 61.51, 61.71, 69.13, 71.09; TABC Rule 35.1

# Reports | Breach of the Peace



## How to report:

- **Option 1:** [Log in to AIMS](#), click “Manage an existing license,” select location, select “Breach of Peace” from dropdown menu, and click “Take Action” button.
- **Option 2:** Complete [Breach of the Peace Report Form \(ENF 5122\)](#) and email it to [breachofpeace@tabc.texas.gov](mailto:breachofpeace@tabc.texas.gov).

## Report must include:

- Date and time of incident
- Name and address of premises where it occurred.
- Brief incident description
- Names of all law enforcement agencies who were called or responded; names and contact information of any witnesses, etc.

## Not liable with TABC for failing to report (or to report on time) if...

- License or permit holder demonstrates they had no knowledge, nor in the exercise of reasonable care should have had knowledge, of the alleged breach of peace on the premises, or
- If the alleged breach of peace occurred at a time that the premises was closed to the public and it didn't occur on the premises

Tex. Alco. Bev. Code 11.49, 11.61, 22.12, 24.11, 25.04, 26.03, 28.11, 32.24, 61.71, 69.13, 71.09; TABC Rule 35.1

# Education | Opioid-Related Drug Overdose Course (Required Annually)



- **Required for:** Mixed Beverage and Private Club permit holders and their staff required to complete seller/server training certification.
  - **Employee training:** intended for people that sell and/or serve alcoholic beverages to consumers must take the training.
  - **License/permit holder training:** At least one person named on the license/permit must receive the training.
- **Exemption:** License/permit holders that are a “restaurant” are exempted from the education requirement.
  - **“Restaurant”:** operates its own permanent food service facility with commercial cooking equipment on its premises and prepares and offers to sell multiple entrees for consumption on or off the premises
  - **Restaurant employees:** The exemption applies to the restaurant and its employees.
- **Access and complete the annual course:** [TABC Education webpage](#).

Tex. Alco. Bev. Code 1.04, 5.61, 28.21, 32.26

# Education | Fentanyl Awareness



- **Fentanyl**
  - A powerful synthetic opioid used to treat severe pain that entered the illegal drug market. Lethal doses can be found in cocaine, heroin, and other drugs.
  - A person could ingest a lethal dose without knowing they've taken it.
- **Fentanyl Awareness for Retailers**
  - Know when to call for help if a customer shows signs of overdose.
  - Businesses can [print and post a sign for employees](#) to see (e.g., in a break room or behind the counter).
- **Fentanyl Awareness for Customers**
  - Businesses can [print and post a sign for customers](#) to see (e.g., bathroom wall).



# Questions?

[world.cup@tabc.texas.gov](mailto:world.cup@tabc.texas.gov)



[\*https://www.tabc.texas.gov/faqs/fifa-world-cup-2026-faqs/\*](https://www.tabc.texas.gov/faqs/fifa-world-cup-2026-faqs/)