



STATE OF ARKANSAS  
ALCOHOLIC BEVERAGE CONTROL DIVISION

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October 19, 2011

Jon Davidson  
Arkansas Register  
State Capitol Building  
Room 026  
Little Rock, Arkansas

Dear Mr. Davidson:

Pursuant to ACA § 25-15-204(b)(1) the Alcoholic Beverage Control Division finds that imminent peril to the public welfare requires the emergency adoption of Section 2.10.1 of the ABC Regulations. This regulation is necessary to protect the trade practices within the liquor industry in the state of Arkansas. This regulation is a measure to correct an unintended error in the law. If not corrected, the industry will see a sharp rise in prices along with litigation and job issues across the state.

Sincerely,

Michael W. Langley, Director  
Alcoholic Beverage Control Division

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SECRETARY OF STATE  
STATE OF ARKANSAS  
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**Section 2.10.1** "Product" shall mean a brewed, fermented or distilled liquor. A brand for a product registered with the Alcoholic Beverage Control Division shall include the registered product as well as all derivatives or sub-categories of a registered product, without regard to whether such derivative or sub-category is brewed, fermented or distilled. "Product" shall not be construed to mean a particular malt, spirituous or vinous liquor, or any variety, category or sub-category thereof.