**Section 100.280 Giving Away of Alcoholic Liquors**

a) No licensee, individual, partnership or corporation shall give away any alcoholic liquor for commercial purposes or in connection with the sale of non-alcoholic products or to promote the sale of non-alcoholic products.

b) No licensee, individual, partnership, or corporation shall advertise or promote in any way, whether on or off licensed premises, any of the practices prohibited under subsection (a) of this Section. This includes, but is not limited to, advertisements using the words "free" or "complimentary" with alcoholic liquor.

c) Subsection (a) shall not apply to test marketing or tasting.

(Source: Amended at 23 Ill. Reg. 3787, effective March 15, 1999)