



Announcement

February 11, 2016

Category Management and “Tied House”

In response to industry requests for clarification, TTB has issued general guidance concerning promotional activities commonly associated with category management programs and whether or not those activities are lawful.

Specifically, [TTB Ruling 2016-1, The Shelf Plan and Shelf Schematic Exception to the "Tied House" Prohibition, and Activities Outside Such Exception](#), clarifies what is and what is not permissible in terms of shelf plans and shelf schematics.

The beverage alcohol industry has been experiencing phenomenal growth with many new, often small, businesses entering the market. Consequently, maintaining a level playing field has never been more important than today. We are committed to enforcing our trade practice jurisdiction so that consumers can continue to enjoy a wide selection of products and industry members can compete for those consumers in a fair and open marketplace.