



Announcement

March 16, 2016

TTB Issues Frequently Asked Questions on Category Management and “Tied House”

TTB has issued [Frequently Asked Questions](#) on shelf schematics in response to questions we received following publication of [Ruling 2016-1, The Shelf Plan and Shelf Schematic Exception to the “Tied House” Prohibition, and Activities Outside Such Exception](#). Ruling 2016-1 provided general guidance concerning promotional activities commonly associated with category management programs and whether or not those activities are lawful. These [FAQs](#) are intended to help industry members who wish to be voluntarily compliant.

TTB remains firmly committed to ensuring a level playing field through enforcement of the trade practices provisions of the Federal Alcohol Administration Act.