

(Series 1982)
Bulletin #538
August 17, 1982

STATE OF NEW YORK
LIQUOR AUTHORITY

TO: MANUFACTURERS AND WHOLESALERS OF WINE
SUBJECT: DISCRIMINATORY SALES PRACTICES

It has been alleged that certain wholesalers have engaged in unauthorized arrangements in connection with sales to favored retailers in this State.

It has been reported that some wholesalers have restricted the sale of their products to selected retailers under the explicit condition that wines are being made available to such retailers in order to protect an established price structure for certain brands of "boutique" wines. Other retailers, not so favored, have been denied these brands, allegedly on the basis that they will not agree to "established" markups, or because they are known in the trade as "discounters".

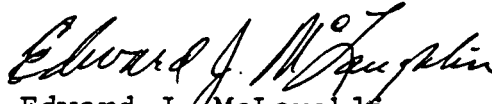
Such practices involving price "arrangements" are clearly illegal.

Your attention is directed to the text of Rule 16 paragraph 8 which provides, in part:

"No licensee shall refuse to sell any brand
of liquor or wine at the scheduled price..."

All manufacturers and wholesalers are hereby placed on notice of the above and are cautioned that any failure to comply with the applicable regulations of the Authority in respect to conditions of sales to retailers may involve a violation of such regulations and may, therefore, be subject to disciplinary action.

STATE LIQUOR AUTHORITY


Edward J. McLaughlin
Chairman