



**ANDREW M. CUOMO**  
Governor

**VINCENT G. BRADLEY**  
Chairman

**LILY M. FAN**  
Commissioner

**GREELEY FORD**  
Commissioner

**EMERGENCY REOPENING OF PRICE POSTING MODULE TO ALLOW MANUFACTURERS  
AND WHOLESALERS TO REDUCE PREVIOUSLY CERTIFIED APRIL RETAIL PRICES ON  
LIQUOR AND WINE (WEDNESDAY, 3/25/20 THROUGH FRIDAY, 3/27/20)**

March 25, 2020 (Amended)

On June 26, 2019, the Members of the Authority, at a Full Board meeting, delegated to Counsel to the Authority the power to change the date on which any act or function required under Alcoholic Beverage Control Law Sections 101-aa or 101-aaa is to be performed by any licensee or by the Authority. Pursuant to that Delegation of Power, Counsel to the Authority hereby finds that the unexpected disruption of the alcoholic beverage industry resulting from the ongoing COVID-19 pandemic constitutes good cause to provide written permission to allow manufacturers and wholesalers of liquor and wine to access the Authority's online price posting module (<https://sla.ny.gov/price-posting>) for the purpose of *lowering* previously certified April 2020 wine and liquor prices to retailers. No previously certified April 2020 prices may be raised. Manufacturers and wholesalers may also lower quantity limits necessary for quantity price reductions or add new quantity discounts if the effect of such additions is to lower, and not raise, prices. The module will be reopened solely for these purposes beginning Wednesday, March 25<sup>th</sup> at 9:00am and will remain open until Friday, March 27<sup>th</sup> at 5:00 pm. I note as well that all three Members of the Authority indicated that they are in favor of this measure at the Full Board meeting on March 23, 2020.

Please note that all recertified price postings made hereby may be compared against previously certified April 2020 retail postings to ensure that no prices are actually raised during this emergency reopening period. Violations of may result in administrative disciplinary action.

Further questions regarding this written permission for price adjustment may be directed to the Office of Counsel via email at [legal@sla.ny.gov](mailto:legal@sla.ny.gov), our preferred mode of contact until further notice, or via voicemail at 518-474-3114 if necessary.

Sincerely,

Gary Meyerhoff  
General Counsel

Cc: To be posted on SLA Website