



Washington State
Liquor Control Board
3000 Pacific Ave. SE Olympia WA, 98504

January 5, 2009

No. 2009-01

TO: ALL SUPPLIERS

FROM: DEBI BESSER, DIRECTOR OF PURCHASING

SUBJECT: ONE-TIME-ONLY (OTO) SPECIALTY ITEMS FOR
2009 SUMMER SPIRIT PROGRAM

It's time to start thinking about summer already! The Board plans to acquire approximately 40 unique spirit items for sale during the Summer Spirit program. These will be One-Time-Only (OTO) acquisitions and there will be no repeat replenishment or purchase orders. We are targeting "spirit" brands which showcase a summer theme such as Father's Day, graduations, friends and family picnics and BBQ's.

If you have qualifying item that you wish us to consider offering as a 2009 Summer Spirit OTO, please submit the following to WSLCBorders@liq.wa.gov **no later than February 6, 2009.**

- 1) A digital photo of the product, and
- 2) The attached control state Standard Quotation and Specification Form, including:
 - a. Quantity available or allocated to the State of Washington for each item
 - b. FOB: WSLCB Distribution Center, Seattle, Washington.
 - c. Multi-bottle gift packs must denote packs per case and bottles per gift pack (example: four/three bottle packs per case).
 - d. Pallet quantity, including block and tier quantities.
 - e. Outside dimensions of shipping case (length, width, height).
 - f. UPC, SCC and Control States Codes for each item offered.
 - i. All items submitted must have a unique Control States Code and UPC number.

Please note: On-packs of a listed item must be submitted separately.

The deadline for submissions is February 6, 2009. We plan to issue all Summer Spirit Display OTO orders by March 13, 2009.

Items selected will require delivery at our Seattle, Washington Distribution Center **no later than May 1, 2009.** Orders for this promotion that are received too late for us to make timely distribution to our retail outlets will be returned at supplier's expense.

Thank you for taking the time to submit your products for consideration. We hope to have the best Summer Spirit OTO products yet!

STANDARD QUOTATION AND SPECIFICATION FORM

1. STATE - WASHINGTON		2. DATE SUBMITTED	
3. BRAND NAME		4. EFFECTIVE DATE	
5. <input type="checkbox"/> STATE STOCK PLAN	6. <input type="checkbox"/> BAILMENT PLAN	7. <input type="checkbox"/> SPECIAL PURCHASE ORDER PLAN	
8. TYPE		9. CLASS	
		10. FORMULA	
11. AGE / VINTAGE	12. PROOF / ALCOHOL CT.	13. <input type="checkbox"/> DOMESTIC	14. <input type="checkbox"/> IMPORTED
15. DISTILLED / PRODUCED BY		16. ADDRESS	
17. BOTTLED BY		18. ADDRESS	
19. DO YOU HOLD A WA WINE WHOLESALERS LICENSE?		<input type="checkbox"/> NO <input type="checkbox"/> YES	
20. SOLD UNDER ANY OTHER LABEL		<input type="checkbox"/> NO <input type="checkbox"/> YES PROOF AGE EXPLAIN	
21. SHIPPING POINT		22. F.O.B. POINT IS W.S.L.C.B.	
23. <input type="checkbox"/> AGE / VINTAGE / PROOF CHANGE		26. <input type="checkbox"/> CASE COST CHANGE	
24. <input type="checkbox"/> SIZE CHANGE		27. <input type="checkbox"/> VENDOR CHANGE	
25. <input type="checkbox"/> SCC / UPC CHANGE		28. <input type="checkbox"/> NEW ITEM	
		29. <input type="checkbox"/> PALLET / TIER / WEIGHT CHANGE	
		30. <input type="checkbox"/> PACK CHANGE (CASE, UNIT)	
		31. <input type="checkbox"/> OTHER – SPECIFY IN REMARKS (#54)	

	OTHER	3 LITER 4 LITER	1.75 L 1.5 L	LITER	750 ML	375 ML 500 ML	200 ML 187 ML	50 ML 100 ML
32. Ounces Per Bottle		101 / 135	59.2 / 50.7	33.8	25.4	12.7 / 16.9	6.8 / 6.3	1.7 / 3.4
33. Unit Pack (Change if not Standard)		4	6	12	12	24	48	120 / 60
34. Sleeve Quantity (i.e. 10 Packs / 12 Btls)								REQUIRED
35. Vendor No. UPC								
36. Ship. Cont. Code-SCC (first 8 digits)								
37. Ship. Cont. Code SCC (last 6 digits)								
38. NABCA Control State No.								
39. Pallet / Tier Quantity								
40. Case Weight								
41. Net Cost F.O.B. Ship Point								
42. U.S. Freight								
43. Ocean Freight								
44. Marine Insurance								
45. Other Charges								
46. Add Discount or Insert Net								
47. Total Invoice Cost (Delivered WSLCB)								
48. Case Dimensions (L/W/H)								
49. Unit Dimensions (L/W/H)								
50. Min. Shipping Quantity								
51. Last / Previous Quoted Cost								
52. Date Last / Previous Quote								
53. Case Cost Increase / Decrease								

54. REMARKS	50 ML: UPC BAR CODE ON EACH UNIT <input type="checkbox"/> YES <input type="checkbox"/> NO
-------------	---

55. TERMS (NET / DISCOUNT)

58. UNIT PACK (SINGLE, SLEEVE PACK, GIFT BOX) 59. UNIT SHAPE (ROUND, SQUARE, FLAT) 60. UNIT MATERIAL (PLASTIC, GLASS, METAL)	56. REPRESENTATIVE FOR THE STATE NAME ADDRESS CITY, STATE, ZIP PHONE NO. FAX NO. 57. WE CERTIFY THAT THE FOREGOING IS CORRECT SUPPLIER NAME STATE LIC/PERMIT NO. FED. I.D. NO. ADDRESS CITY, STATE, ZIP BY: PHONE NO. TITLE FAX NO.
BOARD USE ONLY SUPPLIER NUMBER LIQ 455-40-2/04	



Washington State
Liquor Control Board
3000 Pacific Ave. SE Olympia WA, 98504

Purchasing Division
P.O. Box 43096
Olympia, WA 98504-3096
Telephone: 360-664-1668
E-Mail: djb@liq.wa.gov

January 9, 2009

No. 2009-2

TO: ALL SUPPLIERS

FROM: DEBI J. BESSER, DIRECTOR OF PURCHASING

SUBJECT: DISTRIBUTION CENTER CLOSURES 2009

We would like to advise you that the Washington State Liquor Board Distribution Center will have limited or no operations on the following dates. Please note that on any day in which we are not shipping to the stores, we are utilizing an inventory build-up process to ensure adequate product availability in the stores.

JANUARY

Tuesday, January 13 - Wednesday, January 14, 2009

- In-bound receiving normal, No outbound shipments to stores

Monday, January 19, 2009

- Entire DC closed in recognition of MLK Jr. Birthday

Thursday, January 22 - Friday, January 23, 2009

- In-bound receiving normal, No outbound shipments to stores

FEBRUARY

Monday, February 16, 2009

- Entire DC closed in recognition of President's Day

Tuesday, February 17 - Thursday, February 19, 2009

- In-bound receiving normal, No outbound shipments to stores

Friday, February 20, 2009

- In-bound receiving normal, outbound shipping to stores at 50% capacity

MARCH

Monday March 30 - Friday April 3, 2009

- No in-bound receiving March 30-April 3, No outbound shipments to stores April 1-3

Purchasing Division
P.O. Box 43096
Olympia, WA 98504-3096
Telephone: 360-664-1668
E-Mail: djb@liq.wa.gov

MAY

Monday, May 25, 2009

- Entire DC closed in recognition of Memorial Day

JULY

Friday, July 3, 2009

- Entire DC closed in recognition of Independence Day

SEPTEMBER

Monday, September 7, 2009

- Entire DC closed in recognition of Labor Day

NOVEMBER

Wednesday, Nov 11, 2009

- Entire DC closed in recognition of Veteran's Day

Thursday, November 26 - Friday, November 27, 2009

- Entire DC closed in recognition of Thanksgiving

DECEMBER

Friday, December 25, 2009

- Entire DC closed in recognition of Christmas

We will send out notification of other DC closures as they are confirmed.

Please contact Meagan Renick at mkr@liq.wa.gov with any questions or concerns.

kaw



Washington State
Liquor Control Board
3000 Pacific Ave. SE Olympia WA, 98504

March 26, 2009

No. 2009-3

TO: ALL SUPPLIERS
FROM: DEBI J. BESSER, C.P.M., DIRECTOR OF PURCHASING
SUBJECT: ONE-TIME-ONLY (OTO) SPECIALTY ITEMS FOR THE 2009 HOLIDAY SEASON (DUE MAY 1, 2009)

The Board plans to acquire a variety of unique items for sale during the 2009 holiday season. These will be One-Time-Only (OTO) acquisitions, and there will be no repeat replenishment or purchase orders.

If you have bottles or packages, such as a spirituous beverage in a particularly attractive bottle, decanter, glass/mug co-pack, gift sets or a wine bottle packed with glasses, etc., that you wish us to consider offering as a 2009 Holiday OTO, **please submit the following to WSLCBorders@liq.wa.gov:**

- 1) A digital photo of the product
- 2) The attached control state Standard Quotation and Specification Form. Quotes need to include the following:
 - a) Quantity available or allocated to the State of Washington for each item submitted for consideration.
 - b) FOB: WSLCB Distribution Center, Seattle, Washington.
 - c) Pallet quantity, including block and tier quantities.
 - d) Outside dimensions of shipping case (length, width, height).
 - e) UPC, SCC and Control States Codes for each item offered.
 - f) Multi-bottle gift packs must denote packs per case and bottles per gift pack (example: four/three bottle packs per case).
 - g) In the remarks section (54), please note what date the product will be available to ship, and if the cases will be conveyable, based on the criteria listed below:
 - i) Outside dimensions of less than: L =22, W = 16, H =14.
 - ii) Weigh less than 50 pounds each
 - iii) Have at least a 32 Edge Crush Test (ECT), single-wall cartons

Please note:

- 1) All items submitted must have a unique Control States Code and UPC number.
- 2) On-packs of a listed item must be submitted separately.
- 3) Item with expiration dates (including non-alcoholic products) should not expire any earlier than July 2010. Please contact us if there is a concern regarding this. Product that is dated to expire prior to that date may be returned at the supplier's expense.

The deadline for submissions is May 1, 2009. We must receive the completed quotation form and digital photo at WSLCBorders@liq.wa.gov no later than May 1, 2009 for the items to receive consideration.

State and Contract Stores will be polled to determine the number of cases desired for selected Holiday items. Once the surveys are complete, a purchase order will be placed by July 10, 2009 for the selected products.

Items selected by the Board will require delivery at our Seattle, Washington Distribution Center (DC) no earlier than September 1, 2009, and not later than:

Non-conveyable items: Not later than September 30, 2009

Conveyable items: Not later than October 15, 2009

To ensure distribution to our retail outlets for the months of November and December, the majority of the shipments of Holiday One-Time-Only Specialty Items from our DC to our stores will occur during September and October. If goods are not received in our DC by the deadline, there is not guarantee the goods will be shipped prior to Thanksgiving. All products must be shipped in accordance to the WSLCB Delivery Standards.

If you have any questions or concerns, please email WSLCBorders@liq.wa.gov.

Thank you for your participation in our holiday product offering!

kwa

cc: Registered Agent

STANDARD QUOTATION AND SPECIFICATION FORM

1. STATE - WASHINGTON

2. DATE SUBMITTED

3. BRAND NAME

4. EFFECTIVE DATE

5. STATE STOCK PLAN 6. BAILMENT PLAN 7. SPECIAL PURCHASE ORDER PLAN

8. TYPE 9. CLASS 10. FORMULA

11. AGE / VINTAGE 12. PROOF / ALCOHOL CT. 13. DOMESTIC 14. IMPORTED

15. DISTILLED / PRODUCED BY 16. ADDRESS

17. BOTTLED BY 18. ADDRESS

19. DO YOU HOLD A WA WINE WHOLESALERS LICENSE? NO YES

20. SOLD UNDER ANY OTHER LABEL NO YES PROOF AGE EXPLAIN

21. SHIPPING POINT 22. F.O.B. POINT **IS W.S.L.C.B.**

23. AGE / VINTAGE / PROOF CHANGE 26. CASE COST CHANGE 29. PALLET / TIER / WEIGHT CHANGE

24. SIZE CHANGE 27. VENDOR CHANGE 30. PACK CHANGE (CASE, UNIT)

25. SCC / UPC CHANGE 28. NEW ITEM 31. OTHER – SPECIFY IN REMARKS (#54)

	OTHER	3 LITER 4 LITER	1.75 L 1.5 L	LITER	750 ML	375 ML 500 ML	200 ML 187 ML	50 ML 100 ML
32. Ounces Per Bottle		101 / 135	59.2 / 50.7	33.8	25.4	12.7 / 16.9	6.8 / 6.3	1.7 / 3.4
33. Unit Pack (Change if not Standard)		4	6	12	12	24	48	120 / 60
34. Sleeve Quantity (i.e. 10 Packs / 12 Btls)								REQUIRED
35. Vendor No. UPC								
36. Ship. Cont. Code-SCC (first 8 digits)								
37. Ship. Cont. Code SCC (last 6 digits)								
38. NABCA Control State No.								
39. Pallet / Tier Quantity								
40. Case Weight								
41. Net Cost F.O.B. Ship Point								
42. U.S. Freight								
43. Ocean Freight								
44. Marine Insurance								
45. Other Charges								
46. Add Discount or Insert Net								
47. Total Invoice Cost (Delivered WSLCB)								
48. Case Dimensions (L/W/H)								
49. Unit Dimensions (L/W/H)								
50. Min. Shipping Quantity								
51. Last / Previous Quoted Cost								
52. Date Last / Previous Quote								
53. Case Cost Increase / Decrease								

54. REMARKS

50 ML:
UPC BAR
CODE ON
EACH UNIT
 YES NO

55. TERMS (NET / DISCOUNT)

<p>58. UNIT PACK (SINGLE, SLEEVE PACK, GIFT BOX)</p> <p>59. UNIT SHAPE (ROUND, SQUARE, FLAT)</p> <p>60. UNIT MATERIAL (PLASTIC, GLASS, METAL)</p> <p>BOARD USE ONLY</p> <p>SUPPLIER NUMBER LIQ 455-40-2/04</p>	<p>56. REPRESENTATIVE FOR THE STATE NAME</p> <hr/> <p>ADDRESS</p> <hr/> <p>CITY, STATE, ZIP</p> <hr/> <p>PHONE NO. FAX NO.</p> <hr/> <p>57. WE CERTIFY THAT THE FOREGOING IS CORRECT</p> <p>SUPPLIER NAME</p> <hr/> <p>STATE LIC/PERMIT NO. FED. I.D. NO.</p> <hr/> <p>ADDRESS CITY, STATE, ZIP</p> <hr/> <p>BY: PHONE NO.</p> <hr/> <p>TITLE FAX NO.</p>
--	--



Washington State
Liquor Control Board
3000 Pacific Ave. SE Olympia WA, 98504

April 23, 2009

No. 2009-04

To: ALL SUPPLIERS

From: STEVE BURNELL, MARKETING MANAGER

Subject: TIMELY SUBMISSION OF PRICE CHANGES/DISCOUNT OFFERS

This notice is intended to remind all suppliers of our lead-time requirements for price changes and discount offers.

Spirit pricing is adjusted monthly and wine pricing is adjusted quarterly. The quarters are January-March, April-June, July-September, and October-December. The requirements below apply to both spirits and wines.

- 1) **Price changes** must be submitted on a Control States Standard Quotation and Specification Form with a **minimum of 45 days notice** before the effective date of the prices changes. **Prices may only be changed effective the first day of the month.** This also applies to age and proof changes.
- 2) **Discount offers** (Special Purchase Allowances and/or Depletion Allowances) must be **submitted 60 days prior to the month that they are to be effective** and go into effect the first day of the month. **The only exception is that spirit SPA's for the month of December must be received at least 90 days before the effective date.**
This advance notice:
 - a) gives us adequate time to calculate retail pricing, forecast inventory requirements, and give suppliers adequate time to prepare and ship our inventory needs (many suppliers require at least 4 to 6 weeks order lead time).
 - b) allows us sufficient time to print and distribute our retail price books, price change notices, and individual product shelf tickets for our retail outlets.

This correspondence pertains to items listed by the Washington State Liquor Control Board for sale in our Washington State Liquor Control Board retail stores and contract liquor stores. Please be aware that wine and malt beverage price filing requirements administered by the Manufacturers, Importers and Wholesalers Division of the Washington State Liquor Control Board are different from those stated above.

Please contact us at (360) 664-1659 if you have any questions or desire additional information.

cc: Registered Agents



Washington State
Liquor Control Board
3000 Pacific Ave. SE Olympia WA, 98504

May 7, 2009

No. 2009-5

TO: ALL SUPPLIERS

FROM: DEBI J. BESSER, C.P.M., DIRECTOR OF PURCHASING

SUBJECT: CHANGE IN SPIRIT MARKUP FORMULA EFFECTIVE AUGUST 1, 2009

We are notifying product suppliers in advance of a potential August 1, 2009 spirit markup increase, to allow adequate time for planning and administration of these changes. This markup increase is based upon the current 2009-11 operating budget which is currently awaiting action by the governor. She has until May 21, 2009 to sign it into law. If there is a change, we will notify suppliers as soon as possible.

If the existing budget bill is signed into law, effective August 1, 2009, the Washington State Liquor Control Board (LCB) will adjust the markup on distilled spirits. Based upon the May 6, 2009 Board action, the mark-up will increase from 39.2% to 51.9%. This allows the LCB to cover the \$78.6 million that will be removed from the Liquor Revolving Fund by Engrossed Substitute House Bill 1244 to help close the state's \$9 billion budget deficit. There are no changes to the pricing formula for wine or beer.

The new retail price will be calculated based on the most recent case cost quoted to us. If you decide to re-quote existing products, please use the Standard Quotation Form and submit those quotes to Kelly Higbee at ksh@liq.wa.gov. **Updated quotes must be submitted by June 5, 2009 to be effective on August 1, 2009.**

The Standard Quotation Form and updated Spirit Price Calculator can both be found on the WSLCB Web site "[Supplier Information](#)" Page ([click here to be linked directly to that page](#)). The Spirit Price Calculator is an Excel spreadsheet you can use to calculate the retail price resulting from the case cost at which you sell to the LCB.

The Spirit Price Calculator is meant to provide you a very close approximation of the retail price. However, the final price will be calculated by our pricing system, and in rare instances, results in a different retail price due to differences in rounding. Please indicate your desired retail price on your quote, and if the final retail price differs from your desired retail price, we will contact you to resolve the difference.

Pricing for 2009 Holiday One-time-only (OTO) products will be calculated with the new markup. Once the 2009 OTO products are approved by the Board, suppliers of the approved products will have the opportunity to provide updated quotes.

If you have any questions regarding this pricing formula, please contact Kelly Higbee at (360) 664-1659 or ksh@liq.wa.gov.

If you have questions regarding the increase in mark up, please contact Debi Besser at (360) 664-1668 or djb@liq.wa.gov, or Brian Smith at (360) 664-1774 or besmi@liq.wa.gov.

cc: Registered Agents



Washington State
Liquor Control Board
3000 Pacific Ave. SE Olympia WA, 98504

May 28, 2009

No. 2009-6

TO: ALL SUPPLIERS
FROM: DEBI J. BESSER, DIRECTOR OF PURCHASING
SUBJECT: GIFT CARTON/GIFT WRAP REQUIREMENTS FOR HOLIDAY 2009

Holiday 2009 is just around the corner. If you plan to offer any of your listed items in gift wrap or gift cartons, please follow the requirements and filing deadlines outlined below. This does not apply to Holiday One-Time-Only items or "on-packs".

CODING AND LABELING REQUIREMENTS:

1. All holiday cartons and gift tins should have the **same** Control States Code as the regularly listed and packaged item.
2. **All cartons** must have the identical scannable UPC bar code symbology on the outside jacket as on the inside bottle. This information must also appear on the case label.
3. Ensure properly sized case code labels are affixed to the cases. These labels must have the correct Control States Code, UPC Code, UPC Bar Code Symbology and **SCC codes**.
4. All labels must scan at our dock. If labels do not scan, you may be subject to product refusal.
5. Enter gift carton SCC code on the back of this document for each gift carton item.

ORDERS/SHIPMENTS:

1. We will place individual orders for holiday gift wrap/gift cartons. Do not convert shipments to gift wrap/gift cartons without prior authorization.
2. Provide allocation quantities if any.

SUBMISSION DEADLINE:

FILL OUT AND RETURN THE ATTACHED FORM PAGE BY JULY 17, 2009 TO KELLY HIGBEE AT KSH@LIQ.WA.GOV.

1. Liquor Purchasing Department must have all appropriate information no later than July 17, 2009. This information will be taken into consideration when replenishment requests and purchase orders are written for your products.
2. Information received after this date may result in your items not being available in gift wrap/gift cartons.

Thank you for your attention and support. If you have any questions, please contact Kelly Higbee at 360-664-1659.

kwa
cc: Registered Agents



Washington State
Liquor Control Board
3000 Pacific Ave. SE Olympia WA, 98504

June 2, 2009

No. 2009-07 Revised

TO: ALL SUPPLIERS
FROM: DEBI J. BESSER, C.P.M., DIRECTOR OF PURCHASING
SUBJECT: NEW LISTING PROCESS

Although many suppliers are frequent participants in our new listing process, we want to ensure that all suppliers have a solid understanding of the WSLCB process for considering new products for listing. To that end, we would like to take this opportunity to provide an overview of the process.

The documents required for submitting a product for listing consideration can be found on the LCB Internet site at http://www.liq.wa.gov/liqpurchasing/Purchase_New_Listing.aspx. If you wish to submit samples, they may be with paperwork, or separately, as long as the paperwork has already been submitted. **We ask that all samples for product under consideration at the new listing meeting be sent to our office no later than three weeks prior to the meeting, so that we may receive feedback for consideration with the listing decision.**

New listing meetings are generally held monthly (except for May and November). The new listing committee is comprised of Purchasing and Retail staff and chaired by the Director of Purchasing. The Board members, Administrative, Business Enterprise, and Retail Directors are optional attendees.

When you come into the Liquor Board offices in Olympia for your presentation, please sign in at the front desk on the first floor and receive a visitor's badge. Proceed back into the atrium, upstairs, through the glass doors, down the hall and through the upstairs atrium to the kitchen. (See map attached)

Please wait in the kitchen area, and any preparation for the meeting should be done there. When the committee is ready to hear your presentation, staff will come to the kitchen and bring you to the meeting room.

The meetings are scheduled from 9:00 a.m. till 1:00 p.m. We schedule the presentations back to back with one 15 minute break. **We want to ensure everyone has their full ten minutes in front of the committee; therefore it is imperative that you adhere to the ten minutes you have been allotted to present your products.** We can get ahead of schedule at times, so arriving early is beneficial. We appreciate your cooperation and look forward to meeting with you.

If you have any questions about the process, please feel free to contact Missy Aulabaugh at 360-664-1652 or mka@liq.wa.gov. If you need assistance the day of the new listing meeting, please contact Debi Besser at 360-915-3476 or Steve Burnell at 206-619-5415.

DJB/mkr

cc: Registered Agents



Washington State
Liquor Control Board
3000 Pacific Ave. SE Olympia WA, 98504

November 24, 2009

No. 2009-08

TO: ALL SUPPLIERS
FROM: DEBI BESSER, DIRECTOR OF PURCHASING
SUBJECT: RE-SELLER PERMIT

Effective January 1, 2010, Senate Bill 6173 requires buyers to use a reseller permit issued by the Washington State Department of Revenue when purchasing goods for resale. The Reseller Permit will replace the Reseller Certificate. You will find a copy of the Reseller Permit issued to the Liquor Control Board attached to this email. Please keep this on file at all times so the Washington State Liquor Control Board will not be charged sales tax on the purchase of alcohol.

If you have questions, contact Kimberly Ward at (360) 664-1786, or send an e-mail to: kwa@liq.wa.gov



Washington State
Liquor Control Board
3000 Pacific Ave. SE Olympia WA, 98504

December 2, 2009

No. 2009-09

TO: ALL SUPPLIERS

FROM: DEBI BESSER, DIRECTOR OF PURCHASING

SUBJECT: BOARD POLICY ON ENERGY DRINK POS MATERIALS

There is an emerging consensus among scientists and medical professionals that the combination of energy drinks and alcohol is not safe, and poses a potentially serious public health risk. The Board is very concerned about this, and does not want the Washington State Liquor Control Board retail stores to be a venue for promoting this combination. Therefore, the Board has approved a Board policy which prohibits any references to combining energy drinks with alcohol on point-of-sale materials in our state stores. This includes, but is not limited to, bottle labels, back-cards, bottle neckers, shelf talkers, posters, displays, unique displays, price signs, recipe cards, and rebates.

A draft of the policy was sent out to stakeholders, prior to the October 14, 2009 Board meeting. At that Board meeting, stakeholder and public comments were requested, however, there were no comments or feedback expressed at that meeting. Additionally, written feedback was accepted through October 20, 2009. On October 28, 2009 the Board considered the two written comments received, and voted to approve the policy.

Please read the entire policy, attached to this memo, to ensure that your company is in full compliance. Suppliers and brokers are responsible to ensure their compliance by January 1, 2010. After that date, if store employees become aware of instances that violate the policy, the materials will be removed. If it is a second violation, the consequences outlined in the policy of display restrictions may be applied.

Thank you for your assistance in ensuring that the Liquor Control Board retail stores are not promoting this practice of combining alcohol and energy drinks. If you have any questions or concerns, or need an extension in complying with this policy, please contact me at djb@liq.wa.gov or 360-664-1668.



Liquor Control Board Policy #09 - 2009

Subject: Prohibition of References to Energy Drinks in Point-of-Sale Materials

Effective Date: October 28, 2009

Approved:

Sharon Foster, Board Chairman

Ruthann Kurose, Board Member

Background

The practice of consuming alcohol with energy drinks has become popular in recent years. However, there are an increasing number of scientific studies that have shown the dangerous effects of mixing alcohol with energy drinks. While alcohol is a depressant, energy drinks are stimulants. The net effect is that the consumer doesn't feel the effects of the alcohol, yet is just as impaired as they would be had they just consumed the alcohol without the energy drink.

There is an emerging consensus among scientists and medical professionals that this combination of energy drinks and alcohol is not safe, and poses a potentially serious public health risk. One of the leading studies, from the Wake Forest University School of Medicine, found that "students who consumed alcohol mixed with energy drinks were twice as likely to be hurt or injured, twice as likely to require medical attention, and twice as likely to ride with an intoxicated driver, as were students who did not consume alcohol mixed with energy drinks. Students who drank alcohol mixed with energy drinks were more than twice as likely to take advantage of someone else sexually, and almost twice as likely to be taken advantage of sexually."

Purpose Statement

Like the medical and prevention community, the Board is very concerned about the potential public safety effects of this growing trend of combining energy drinks with alcohol. The purpose of Liquor Control Board Policy #09 – 2009 is ensure that the Washington State Liquor Control Board (WSLCB) retail stores do not contain any marketing or point-of-sale material that suggests or recommends the use of energy drinks with alcoholic beverages.

Policy Statement

Marketing/Point-of Sale (POS) materials - including, but not limited to bottle labels, back-cards, bottle neckers, shelf talkers, posters, displays, unique displays, price signs, recipe cards, and rebates – referencing the use of energy drinks with alcohol are not allowed to be displayed in WSLCB state stores or contract stores. This includes references to a generic "energy drink", or any name brand of energy drink.

Energy drinks are generally defined as any substance designed or marketed to boost the drinker's energy, usually with artificially increased levels of caffeine. Other commonly used ingredients include guarana, taurine, ginseng, maltodextrin, inositol, carnitine, creatine, glucuronolactone and ginkgo. Beverages with lower levels of caffeine, such as coffee or soda are not included in this definition of energy drinks.

Supplier and broker representatives will be responsible to ensure that their POS materials are in compliance with this policy.

Any POS materials with references to energy drinks found in the stores will be removed immediately, and the supplier and broker (if applicable) will be notified. Any supplier with more than one violation of this policy within one year may have their ability to qualify for product displays revoked for up to 6 months.

Policy Implementation

Effective 35 days from the implementation of this policy, all suppliers and brokers need to ensure that all POS materials with references to energy drinks have been removed from WSLCB stores, and that no new POS materials with references to energy drinks are placed in WSLCB stores.

The prohibition of energy drink references will be added to the criteria for approval of POS material. Any products with references to energy drinks on the product label will not be given listing consideration.