



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

January 4, 2010

No. 2010-01

TO: ALL SUPPLIERS
FROM: DEBI BESSER, DIRECTOR OF PURCHASING
SUBJECT: ONE-TIME-ONLY (OTO) SPECIALTY ITEMS FOR THE 2010 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. We are targeting "spirit" brands which showcase a summer theme such as Father's Day, college graduations, friends and family picnics and BBQ's.

If you have qualifying item that you wish us to consider offering as a 2010 Summer Spirit OTO, please submit the following to WSLCBorders@liq.wa.gov **no later than February 5, 2010.**

- 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: VAP (on-packs of listed items) submissions will be accepted via the normal submission process.

The deadline for submissions is February 5, 2010. We plan to issue all Summer Spirit Display OTO orders by March 12, 2010.

Items selected will require delivery at our Seattle, Washington Distribution Center **no later than May 1, 2010.** 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!



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

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

January 11, 2010

No. 2010-02

TO: ALL SUPPLIERS

FROM: DEBI J. BESSER, DIRECTOR OF PURCHASING

SUBJECT: REVIEW AND COMMENT ON PROPOSED CHANGES TO
DELIVERY STANDARDS DOCUMENT

To ensure that our Distribution Center is operating as efficiently as possible, we document our requirements for packaging and receipt of incoming product shipments in our "Delivery Standards" document. As part of our on-going process improvement efforts, we are proposing some changes to our current Delivery Standards.

These proposed changes are highlighted in yellow in the attached document, and include revisions to:

- Time requirement for missed, cancelling or rescheduling loads
- Tape requirements
- Case divider requirements
- Case height requirements
- Pallet change notification requirements
- Case label requirements
- Pallet height requirements
- Shrink wrap requirements

We would like to receive your comments and feedback on these proposed changes. Please submit written comments by February 12, 2010 via one of the following methods:

- 1) By email to Meagan Renick (mkr@liq.wa.gov) Please use "Delivery Standards Comments" as the subject line.
- 2) By letter to: Meagan Renick
3000 Pacific Ave
Olympia, WA 98504

If you have any questions about providing the feedback, please contact Debi Besser at 360-664-1668.

Thank you.

Attachment



Washington State
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Delivery Standards and Specifications

WSLCB Distribution Center

Effective May 1, 2010

In order to efficiently operate the Washington State Liquor Control Board (WSLCB) Distribution Center, we need the cooperation of our suppliers and their freight carriers. We have documented our expectations to clearly communicate the standards required by the WSLCB and minimize any misunderstandings. The information in these pages serves to define the current and acceptable requirements for all products and shipments that arrive at the WSLCB Distribution Center. These specifications and standards are in effect as of the date of this document. The WSLCB retains the right to implement changes at any time, and will notify affected suppliers when changes occur. Suppliers are expected to notify their respective freight carriers.

The WSLCB operates a highly automated system which results in unique requirements that may not be applicable in other control states.

Deliveries or individual products which do not meet these requirements may result in refusal of the delivery or fines, which represent our cost of equipment repair, cleanup, interruption of production, and/or labor resulting from associated problems.

For further information regarding these specifications, please contact: Receiving Warehouse Operator-in-charge at (206) 389-2508, email receiving@liq.wa.gov

Any exceptions to the following procedures must be approved by the WSLCB Director of Distribution @ 206-464-7958

HEALTH & SAFETY

Any delivery of stock or containers that are deemed unsafe to unload will be refused. We will provide information (pictures and narrative explanations) of our concerns upon request, should this occur.

The WSLCB Distribution Center has a trailer lock directly in front of the loading dock. The trailer lock system lifts the hook bar to capture the ICC bar on the back of semi-trailers. To ensure maximum safety it is imperative for the WSLCB employees to engage this trailer lock. A visual indication of the restraint's status is shown at all times by the status light outside and the control panel inside. It is the responsibility of the driver to make sure that before unloading, the device is engaged and shows red on the outside status light and before driving away from the building that the trailer lock indicator shows the status of green on the light outside.

Effective May 1, 2010

The driver's tractor truck will remain engaged under the container/trailer at all times during the offloading process.

SCHEDULING AND DELIVERY

The WSLCB Receiver Operator-in-charge ("Receiving") will schedule delivery appointments upon request from a supplier using the standard WSLCB Appointment Request Form. The completed form can be emailed to receiving@liq.wa.gov (preferred) or faxed to (206) 389-2508.

- LCB will schedule delivery appointments within 24 hours of receipt of a completed appointment scheduling request.
- If a container number is not provided with the original appointment scheduling request, it needs to be communicated to Receiving at least 24 hours prior to the scheduled appointment.
- Supplier/carrier should arrive 15 minutes before their confirmed scheduled appointment time.
- If a carrier will not arrive by their scheduled appointment time, the carrier or supplier must inform the warehouse as soon as they become aware, but no less than 30 minutes before the scheduled delivery time. At that time, they should provide the anticipated arrival time and the reason for the delay. The LCB will make a reasonable effort to accommodate the late delivery. If that isn't possible, the load will need to be rebooked/rescheduled using the scheduling procedure outlined above.
- If a carrier needs to reschedule an appointment, they must call 8 hrs in advance of appointment
- If a carrier arrives for a scheduled appointment more than 15 minutes late, without prior notice to the DC, it will be considered a "Late".
- If a carrier arrives for their appointment more than 30 minutes late, without prior communication, it will be considered a "No Show". The load may be placed on Standby and off-loaded as time allows. If the carrier chooses not to wait, or the load cannot be off loaded that day, the supplier or carrier will need to request a new appointment.
- If an appointment is missed, or cancelled/rescheduled with less than 8 hrs notice, it will be considered a "No Show". It is the supplier or carrier responsibility to send an e-mail containing the missed appointment time and resubmit a scheduling request.
- An appointment will only be recognized as changed when the carrier receives a new appointment time/date, from the WSLCB.

- Stock delivered on a day other than the confirmed, scheduled delivery appointment day may be subject to refusal.

DOCUMENTATION

- All deliveries must contain a manifest containing:
 - Product being shipped by quantity and
 - Washington State brand code numbers,
 - WSLCB Stock Replenishment Request (SR) or Purchase Order (PO) number, and
 - Number of unit loads (pallet equivalent).
- Delivery paperwork should be accurate and match the contents of the delivery.
- All paperwork must be available to Receiving at the point of delivery.

CARTON REQUIREMENTS

Individual cartons must:

- Weigh less than 50 pounds each.
- Have at least a 32 Edge Crush Test (ECT), single-wall cartons
- Be adequately sealed by 2 to 3" wide tape (brown, dull-finish tape preferred) or glue. High gloss, clear, or reflective tape is not preferred due to interference with the distribution center photo-eyes. Glue cannot be excessive or tacky on the outside of cartons
- Exceptions to these guidelines must be requested by contacting the Director of Distribution at 206-464-7958.

Cartons of glass bottles should have corrugated dividers between bottles. If they do not have dividers, and breakage or scuffing prevents us from selling the product, the supplier will be liable for that product.

In order for a carton to be processed through the equipment in a normal manner at the Distribution, the cases needs to measure between 5 to 14 inches tall, 7 to 16 inches wide, and 9 to 22 inches long. Cases that exceed these measures may be granted exceptions on a case by case basis, but these oversized cases have to be processed manually, increasing our operational costs. In the future, we will be using the ability to process cases in the normal manner as criteria in our listing and de-listing decisions, to ensure the revenue generated by these products justifies the increased costs.

Suppliers need to notify Purchasing of any change in number of bottles per case, case dimensions or number of cases per pallet, prior to receipt at the DC.

CASE LABELING REQUIREMENTS

The same labeling requirements apply, if information is printed on label or directly on the carton.

- At least one case label must be facing the outside of the pallet block and visible to Receiving personnel on each side of the pallet to aid in identification.
- The WSLCB requires the following information be on all cases of product received at our Distribution Center:
 - UPC (in both barcode and human readable formats)
 - The WSLCB item number (brand code/NABCA code)
 - An accurate, brief description of the product (including name, size and vintage or proof)
 - The Shipping Container Code (SCC) in both barcode and human readable formats. If a product does not have a UPC, NABCA, or SEC code, please contact the Purchasing Division at: purchasing@liq.wa.gov.
 - Barcodes must be of scannable quality.
- All codes on the case label must match the standard quotation form the supplier initially provided to Purchasing. Any questions regarding the standard quotation form, contact the Purchasing division at: purchasing@liq.wa.gov.
- The label (if printed on a sticker as opposed to on the carton surface) should be printed on WHITE stock sticker labels. Paper labels, if used, must be securely affixed with glue or tape on all four edges. Paper labels with only one edge taped tend to fall off leaving an un-identified box.
- Case labels must be affixed to the ends of the cases, not the sides.
- New suppliers are encouraged to confirm that their labeling is acceptable prior to shipment by contacting Purchasing at: purchasing@liq.wa.gov.
- Shipments with incorrect, missing, or misapplied labels may be refused. The refused load must be picked up by the supplier and re-labelled.
- Special Order Labelling: Should contain the Purchase Order number, Special Order brand code (six digits starting with a 9), bar code created from the brand code, and the Outlet number.

PALLETS

Pallets must:

- Measure 40" X 48" and be in good condition,
- Have standard American pallet boards, with standard 4-way entry and a full perimeter base

Effective May 1, 2010

No European boards will be accepted. The WSLCB Distribution Center does not have a pallet exchange program unless otherwise authorized.

Configuration:

- Pallet configuration must match the standard quotation form provided to Purchasing by the supplier. Changes in pallet quantity or carton size must be approved in advance.
- Only one product may be on each pallet, except for special orders
 - Special Orders will be allowed to have mixed products on one pallet. All cases shall be clearly identified with labels that comply with labeling requirements (above).
- For a pallet to be processed through the Material Handling System at the Distribution Center, the unit load height should not exceed 68" including the pallet base. Maximum unit load height should not exceed 62" when unit load is placed on slip sheets. Over height pallets have to be processed manually, increasing our operational costs. If a supplier is unable to deliver pallets within these parameters, it may be reflected in supplier performance measures, such as the Supplier Scorecard, and may affect future product listing and de-listing decisions.
- The total weight of a pallet (pallet & goods) must not exceed 3,000 lbs.
- All pallets must be securely shrink-wrapped with no loose/overhanging wrap trailing from the pallet. Shrink wrap must be 36GA/9MIC, Equivalent to : Torque III Stretch film 24/4R/PL STIII1815 by West Coast Paper
- Cases should not overhang the edge of the pallet by any more than 2". Product shipped on slip sheets must also conform to the maximum 44"X 52" dimensions. This is consistent with a 40"x48" pallet with 2" of overhang on each side. These pallet block dimensions are the maximum acceptable in the automated system.
- Individual cartons can not be strapped together to represent a larger case quantity (i.e. Two 6 bottle cases taped together intending to be sold as one 12 bottle case).

DAMAGED PRODUCT

- Stock damaged during receipt will be documented on the carrier's manifest and a WSLCB Breakage Transfer-BOL Claim form (LIQ 259-32).
- Please note that the Supplier is responsible for:
 1. All damage caused by use of faulty container (trailer, railcar, etc.).
 2. Loss from containers prior to arrival at the LCB Distribution Center.
 3. Liabilities/costs associated with improper:

- => Loading, bracing
- => Product labeling
- => Container labeling
- => Notice for hazardous material co-shipment
- => Failure to utilize proper shipping device
- => Damage caused by moisture, excessive heat or freezing.

Note: WSLCB reserves the right to charge suppliers for excessive offloading times due to any of the issues listed above.

VEHICLE SUITABILITY

- Trailer floors should be in clean, good condition; flat and free from obstruction (center bars, other stock).
- Trailer must be able to reach the standard dock height of 48". Exceptions can be made by the approval of the Director of Distribution prior to the scheduled appointment.
- Trailer should be a box container, four walls, floor, and ceiling; absolutely no flat bed or curtain-side trucks.
- Unused straps should be unfastened and secured safely so they do not obstruct warehouse staff in unloading stock.
- If the trailer is being used for delivery of other company's stock, then WSLCB stock must be on the back of the trailer with a physical divider to mark the separation. WSLCB will not unload other company's stock to access stock for delivery to WSLCB.

EXCEPTIONS

- Requests for exceptions should be directed as indicated in individual paragraphs above or to the Director of Distribution at: 206-464-7958



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E-Mail: djb@liq.wa.gov

January 27, 2010

No. 2010-03

TO: ALL SUPPLIERS

FROM: DEBI J. BESSER, DIRECTOR OF PURCHASING

SUBJECT: DISTRIBUTION CENTER CLOSURES 2010

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.

FEBRUARY

February 15, 2010

- DC closed in observance of President's Day

MARCH

March 1-2, 2010

- No receiving ONLY, (DC will be shipping). Preparation for inventory.

-

March 3-5, 2010

- DC closed for inventory. No shipping or receiving.

MAY

May 31, 2010

- DC closed in observance of Memorial Day

JULY

July 5, 2010

- DC closed in observance of Independence Day.

SEPTEMBER

September 6, 2010

- DC closed in observance of Labor Day.

NOVEMBER

November 25-26, 2010

- DC closed in observance of Thanksgiving.

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DECEMBER

December 24, 2010

- DC closed in observance of Christmas.

December 31, 2010

- DC Closed in observance of New Year's Day.

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.



March 10, 2010

No. 2010-04

To: All Suppliers

From: Debi J. Besser, C.P.M., Director of Purchasing

Subject: WSLCB New Listing Process for Spirits

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 spirit 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 Web site at [WSLCB New Listing Information](#) . If you wish to submit samples, they may be with paperwork, or separately, as long as the paperwork has already been submitted. Up to 3 liters (such as four 750 mL bottles) of samples may be submitted for taste testing. **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.**

The Board is very interested in learning about our suppliers' social responsibility efforts, so a Supplier Social Responsibility Survey has been added to our new listing process. Learn more about this pilot program, and find the survey on the LCB web site at this link: [Social Responsibility Survey](#). Only suppliers that are on the LCB scorecard program, or are scheduled to present a new product for listing are required to complete this survey. When you are scheduled to present, this survey must be completed prior to your appointment.

We now have a projector available for presentations upon request to Missy Aulabaugh, mka@liq.wa.gov. You can either email your presentation to Missy prior to the meeting or bring your laptop to hook to our projector.

New listing meetings are generally held monthly (with some exceptions), on the 2nd Thursday from 9:00 a.m. till 12:00 p.m. We may add additional meetings to accommodate a high volume of appointment requests, to ensure that suppliers don't have to wait longer than 60 days for an appointment.

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. You may present up to three products per meeting. An exception can be made to present up to ten products at one meeting, if they are all the same brand and type of product (such as different flavors of the same brand of vodka).

The committee will consider factors such as performance and trends in the product category and brand, the need for products in the sub-category and price-point, stated marketing plans for Washington and nationally, and demonstrated supplier performance. Secondary consideration will be given to other factors, such as store manager feedback and supplier social responsibility survey results. The full criteria considered in listing decisions are available in WSLCB Agency Policy #915 and are subject to change.

No decisions will be made during the listing presentations. Board action will be taken at a regularly scheduled Board meeting following the listing presentation. If an item is not accepted by the Board for listing, it may not be presented again for at least one year.

For information regarding the new listing process for wine and beer, please refer to the LCB Web site at [WSLCB New Listing Information](#).

If you have any questions about the process, please feel free to contact Missy Aulabaugh at 360-664-1652 or mka@liq.wa.gov.

DJB/mkr

cc: Registered Agents



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

March 24, 2010

No. 2010-5

TO: ALL SUPPLIERS

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

SUBJECT: ONE-TIME-ONLY (OTO) SPECIALTY ITEMS FOR THE 2010 HOLIDAY SEASON (DUE MAY 7, 2010)

The Board plans to acquire a variety of unique items for sale during the 2010 holiday season. These will be One-Time-Only (OTO) acquisitions.

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 2010 Holiday OTO, **please submit the following to WSLCBorders@liq.wa.gov:**

- 1) A digital photo of the product
- 2) The completed control state Standard Quotation and Specification Form(attached). Quotes need to include the following in the "Remarks" Section:
 - a) Quantity available or allocated to the State of Washington for each item submitted for consideration.
 - b) Multi-bottle gift packs must denote packs per case and bottles per gift pack (example: four/three bottle packs per case).

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) Items with expiration dates (including non-alcoholic products) must not expire any earlier than July 2011. 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 7, 2010. We must receive the completed quotation form and digital photo at WSLCBorders@liq.wa.gov no later than May 7, 2010 for the items to receive consideration. **Submissions sent to anyone other than the email address above will not be accepted.**

Based on supplier feedback, we have a new process this year. Staff will review the submissions, and post an initial list of recommended products (pending approval by the Board) by May 20th to the internet. Suppliers of the remaining products will have an opportunity to present additional information on those products to a selection committee on June 3rd. Appointment requests for will be accepted on a first come, first served basis to Missy Aulbaugh at 360-664-1652. Each supplier will have 10 minutes to present any or all of their products not already selected.

Once all products are selected and approved by the Board, 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 9, 2010 for the selected products.

Items selected by the Board will require delivery at our Seattle, Washington Distribution Center (DC) no earlier than September 1, 2010, and not later than:

Non-conveyable items: September 30, 2010

Conveyable items: October 15, 2010

We reserve the right to refuse any shipments received after October 15, 2010.

To be conveyable a case must:

- 1) Not exceed the following case dimensions L=22 inches, W=16 inches, H=14 inches
- 2) Not have a case weight of greater than 50 lbs

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 no 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!



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March 25, 2010

No. 2010-06

TO: ALL SUPPLIERS

FROM: DEBI J. BESSER, DIRECTOR OF PURCHASING

SUBJECT: PAYMENT PROCESS FOR BAILMENT GOODS

We have had several recent inquiries regarding the timing of payments for goods in Bailment, and I wanted to take this opportunity to clarify the process for all suppliers who are a part of our Bailment program.

In accordance with the Bailment program, title to merchandise ordered by the WSLCB does not pass to the Board until the merchandise is withdrawn from Bailment stock.

The Board issues formal purchase orders to the Supplier twice monthly, at mid-month (for the withdrawals done on the 1st through the 15th) and month-end (for withdrawals done on the 16th through the 31st). The purchase order will be a dual purpose instrument, and will be labeled "Purchase Order/Invoice." The Board will pay for the products withdrawn from bailment directly from this document; hence, no supplier invoices will be required.

The "Purchase/Order Invoice" will be sent to the Supplier within three days of the withdrawal period ending. If a supplier has not received this Purchase Order/Invoice within three days to the withdrawal period ending, supplier should email Purchasing at WSLCBorders@liq.wa.gov.

Payment for the merchandise on this "Purchase Order/Invoice" will be mailed or deposited electronically within 30 days of the "Purchase Order/Invoice" date.

If payment has not been received within 30 days, suppliers should contact our Accounts Payable team at AccountsPayable@liq.wa.gov.

Please contact Kimberly Ward at kwa@liq.wa.gov with any questions or concerns.



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April 6, 2010

No. 2010-07

TO: ALL SUPPLIERS

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

SUBJECT: PRICE CALCUALTION CHANGE FOR 50 ML SIZE PRODUCTS

Effective July 1, 2010, the rounding method used to calculate the retail price for 50 ml size products will be changing. In order to be consistent with other sizes, retail prices will be rounded to the nickel (0.05) in the pricing calculation. They will no longer be rounded up to the next quarter. This change will be effective beginning with July retail prices.

Suppliers of currently listed 50 ml products are not required to do anything. If you decide to re-quote listed 50 ml items, quotes should be submitted to Kelly Higbee at ksh@liq.wa.gov.
Updated quotes must be submitted by May 1, 2010 to be effective on July 1, 2010.

The following requirements will still be in effect for all listed 50 ml items:

1. Minimum retail price of \$1.50.
2. Minimum of 120% equivalent to the same product in the 750 ml size.

The retail of current 50 ml One-Time-Only (OTO) items will not be recalculated. Beginning July 1, OTO's of 50 ml items will be priced as calculated under the new rounding.

You can access the updated pricing calculator on our web site at: [Pricing Calculator](#)

Please contact Kelly Higbee at 360-664-1659 or ksh@liq.wa.gov, with any questions.



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April 9, 2010

No. 2010-08

TO: ALL SUPPLIERS

FROM: DEBI J. BESSER, DIRECTOR OF PURCHASING & STACEY SITKO, COMPTROLLER

SUBJECT: PAYMENT FOR PURCHASE ORDERS (NON-BAILMENT GOODS)

The Washington State Liquor Control Board currently issues Purchase Orders for all of our non-bailment goods including beers, some wines, and special order products.

A Purchase Order (PO) is a written authorization prepared by the buyer for the purchase of goods at a specified price. Once accepted by the supplier, the purchase order becomes a legally binding contract.

By shipping goods against this PO, the supplier is agreeing to all terms on the Purchase Order, including cost per case.

If the supplier does not agree with the cost, they must contact the buyer to have a new Purchase order issued with a new cost, prior to product shipment.

To receive payment for products shipped against a PO, a supplier must submit an invoice. In accordance with S.A.A.M. code 85.32.40.c, WSLCB Accounts Payable will not pay an invoice unless the amount matches the Purchase Order. If an invoice is received with a cost different than what is stated on the Purchase Order, it will not be paid until a corrected invoice is received.

For any questions regarding a payment of an invoice, please contact Accounts Payable at AccountsPayable@LIQ.WA.GOV.



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May 14, 2010

No. 2010-09

TO: ALL SUPPLIERS

FROM: DEBI J. BESSER, DIRECTOR OF PURCHASING

SUBJECT: INFORMATIONAL UPDATES

In our on-going effort to keep our supplier partners informed, I have some brief updates to share:

Listing and Delisting Process

At suppliers' request, and to provide transparency, we have posted our process and criteria for listing and delisting on the [New Listing Information](#) page of our web site. I encourage all suppliers to review this document to gain an understanding of the standards we use to make these important decisions.

The "Gross Profit by Liter Size" report is now available via e-mail on a monthly basis. Profitability is one of the key factors used to make product listing and delisting decisions, and we use this report as the primary source of information about each product's profitability. If you would like to receive a copy of this report, please e-mail Meagan at mkr@liq.wa.gov to be added to the monthly distribution list. The report is generally sent out around the 20th of each month.

The information about your products on this report, in concert with the listing and delisting criteria on our web site, will provide you with key information you can use to increase your opportunity for success. If you have any questions about the report or the criteria, please contact Kimberly Ward (kwa@liq.wa.gov), Steve Burnell (skb@liq.wa.gov), or myself at (djb@liq.wa.gov).

New Product Listings in September and October 2010

During our busiest time of the year, November and December, it is extremely challenging for our stores to receive new products, some of which require significant changes in their shelf schematics.

To minimize the effect of this, we will be changing the handling of newly listed products presented in September and October. The products approved for listing in these months will be set up as usual, but we will hold the initial order until December. Once the order has been released, product can be delivered to the Distribution Center as soon as schedules allow. Initial distribution of these products to stores will occur in January, and they will be included in the shelf schematic at that time. If you would like to have an opportunity for your product to be in the stores for the holiday season, please make an appointment to present no later than the August new listing meeting.

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Delivery Standards Review

The WSLCB Delivery Standards is a document that describes the parameters and processes required for suppliers to deliver products to our Distribution Center. The existing document that went into effect July 1, 2008 is still current and the agency will continue operating to those standards.

Several months ago, we published a draft update of this document and asked for feedback. I would like to thank everyone who provided feedback. We are still in the process of ensuring we have fully understood all the feedback and updating the standard to reflect the best possible approaches for everyone involved. Until an updated standard is published, we will continue to operate to the existing standards.

Thank you for your continuing partnership with us. We hope to see you all at our 2010 Supplier Conference on June 25th!



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

May 20, 2010

No. 2010-10

TO: ALL SUPPLIERS

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

SUBJECT: ONE-TIME-ONLY (OTO) 2010 HOLIDAY PRODUCTS INITIALLY SELECTED

From the over 200 products submitted for the 2010 Holiday, we have selected an initial group of 70 products, pending Board approval. The selection was based primarily on sales performance in prior holiday seasons and profitability.

The list of initially selected items (pending Board approval) can be found by following the following link: [Holiday 2010 Initially Selected Items](#)

If your product was not selected in the first group, there is still an opportunity for it to be selected for the 2010 Holiday season. Suppliers of products not selected in this first group have an opportunity to present additional information on the products to a selection committee on June 3, 2010. To present additional information on your product(s), please make an appointment with Missy Aulabaugh at (360) 664-1652 or mka@liq.wa.gov. Requests will be accepted on a first come, first served basis. Each supplier will have 10 minutes to present any or all of their products not already selected.

Once all products are selected and approved by the Board, state and contract stores will be polled to determine the number of cases desired for selected Holiday items. Once the surveys are complete, orders will be placed by July 9, 2010 for the selected products.

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

Thank you for your participation in our holiday product offering!



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

June 7, 2010

No. 2010-11

TO: ALL SUPPLIERS
FROM: DEBI J. BESSER, DIRECTOR OF PURCHASING
SUBJECT: GIFT CARTON/GIFT WRAP PRODUCTS FOR HOLIDAY 2010

Holiday 2010 is just around the corner. If you would like to offer any of your currently listed items in gift wrap or gift cartons, please complete the form on the attached page and return it to Kelly Higbee at ksh@liq.wa.gov. Please do not include any Holiday One-Time-Only items or "on-packs".

Please note the following requirements and filing deadlines.

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. Please provide allocation quantities, if any.

SUBMISSION DEADLINE:

PLEASE FILL OUT AND RETURN THE ATTACHED FORM PAGE BY JULY 16, 2010 TO KELLY HIGBEE AT [KSH@LIQ.WA.GOV](mailto:ksh@liq.wa.gov).

1. We must have all the required information no later than July 16, 2010. 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.

cc: Registered Agents



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

June 18, 2010

No. 2010-12

TO: ALL SUPPLIERS
FROM: DEBI J. BESSER, DIRECTOR OF PURCHASING
SUBJECT: APPROVED HOLIDAY 2010 OTO ITEMS

The Holiday OTO selection committee has made their recommendations on the selection of Holiday OTOs for the 2010 Holiday season and the Board has approved the recommendation. Attached is a complete listing of all products that have been selected. The state and contract stores will be surveyed to determine the number of cases desired for each selected Holiday item. Once the surveys are complete, orders will be placed by July 9, 2010 for the selected products.

Should you have any further questions or need further assistance, please feel free to contact Kimberly Ward at 360-664-1786 or kwa@liq.wa.gov, or me at the contact information below.

cc: Registered Agents

Supplier	Brand Code	Description	Size	Retail
ON PACKS/VAPS				
Bacardi	2929	Disaronno Ameretto Glass & Shaker Top	375 ml	\$13.95
Bacardi	2930	Disaronno Ameretto Glass & Shaker Top	750 ml	\$25.95
Bacardi	2368	Grey Goose Original w/Shaker	750 ml	\$34.95
Bacardi	2677	Grey Goose 50ml Multi-pack	50 ml	\$12.95
Bacardi	1475	Bombay Sapphire w/ Martini Glass	750 ml	\$26.95
Bacardi		Bacardi Rums 5pk 50ml Holiday Cane	250ml	\$7.50
Bacardi		Bacardi 200 ml 4 pk	800ml	\$16.95
Bacardi	3447	Cazadores Reposado w/Belt Buckle	750 ml	\$35.95
Brown Forman	915	Jack Daniels w/Flask	1.75 Liter	\$49.95
Brown Forman	952	Jack Daniels Black w/Lowball Glasses	750 ml	\$24.95
Brown Forman	893	Gentleman Jack Gift w/glasses	750 ml	\$31.95
Brown Forman	756	Woodford Res. w/Copper Bottle Stopper	750 ml	\$36.95
Brown Forman	3006	Chambord Liqueur w/2 glasses	375 ml	\$21.95
Brown Forman	960	JD Sngl Brl Ducks Unlim Tin/Glass	750 ml	\$48.95
Brown Forman	3417	Tuaca Liqueur w/2 shot glasses	750 ml	\$28.95
Brown Forman	3528	El Jimador Reposado w/Glasses	750 ml	\$21.95
Brown Forman	2692	Southern Comfort w/2 glasses	750 ml	\$19.95
Diageo		Crown Royal w/Socking Bag	750 ml	\$29.95
Diageo	1400	Crown Royal w/2 glasses	750 ml	\$29.95
Diageo	1285	Bushmills w/glasses	750 ml	\$24.95
Diageo	2888	Bailey's Original Irish Cream w/50ml Baileys Flavors	750 ml/ 50 r	\$20.95
Diageo		Ketel One w/glasses	750 ml	\$25.95
Diageo	1221	Johnnie Walker Black w/2 glasses	750 ml	\$36.95

Diageo	1319	Crown Royal Reserve w/2 glasses	750 ml	\$43.95
Diageo	1399	Crown Royal w/Flask	1.75 L	\$59.95
Diageo	1735	Smirnoff Twist Flavor Pack 50 ml	5-50 ml	\$6.95
E & J Winery	2501	New Amsterdam gin with Glasses	750 ml	\$14.95
E & J Winery	2388	E & J Superior Reserve VSOP with flask	750 ml	\$16.95
Franklin Distillers	65176	Holly Toddy Rum & Brandy	750 ml	\$16.95
Heaven Hill	2510	Pama Pomegranate Collins Glass set	750 ml	\$26.95
Heaven Hill	3111	Hpnotiq Ice Bucket Gift Set	750 ml	\$29.95
Heaven Hill	3875	O'Mara's gift set	750 ml	\$9.99
Jim Beam	522	Makers Mark Holiday Ornament	750 ml	\$29.95
Jim Beam	1544	Effen Vodka with shaker	750 ml	\$29.95
Jim Beam	2829	Courvoisier VS with decanter	750 ml	\$29.95
Jim Beam	443	Knob Creek with flask	750 ml	\$36.95
Jim Beam		Dekuyper 4 pk 50ml-NEED QUOTE	200 ml	\$3.95
Kobrand	1733	Appleton Estate reserve with glasses	750 ml	\$29.95
Luxco	2951	Saint Bredan's Irish Cream with travel Mug	750 ml	\$16.45
McCormick Distilling	1731	360 Vodka with Coasters	750 ml	\$19.95
McCormick Distilling	3396	Tequila Rose Glass Set	750 ml	\$19.95
McCormick Distilling	1449	Wiser's Deluxe Glass Set	750 ml	\$17.95
McCormick Distilling	2490	Tarantula Gift Set	750ML	\$19.95
MHW Ltd.		Ty Ku with shaker	750 ml	\$31.95
MHW Ltd.	2959	Absente Glass & Spoon Pack	750 ml	\$44.95
Moet Hennessy	1013	Glenmorangie-Lasanta with 2 glasses	750 ml	\$49.95
Moet Hennessy	1015	Glenmorangie-Original with 2 glasses	750 ml	\$39.95
Patron Spirits		Patron XO Café w/glasses Holiday VAP	750 ml	\$29.95

Patron Spirits	2646	Pyrat Rum XO Reserve Wooden Barrell	750 ml	\$29.95
Patron Spirits	3630	Patron 4 bottle Metal Case Holiday VAP	375 ml	\$84.95
Pernod	2836	Kahlua with Mug and 3 50 ml flavr	750 ml	\$19.95
Pernod	1051	Chivas Regal with Rock glasses	750 ml	\$29.95
Pernod	1021	The Glenlivet with 2 tasting glasses and 2 50 ml	750 ml/50 m	\$39.95
Pernod	1508	Jameson Irish Whiskey with rock glasses	750 ml	\$29.95
Remy	2342	Remy Martin VSOP Chill with 4 shot glasses	750 ml	\$44.95
Sazerac		Buffalo Trace Bourbon Cream Liqueur	750 ml	\$23.95
Sazerac	1437	Forty creek gift set	750 ml	\$24.95
Sazerac	2249	Amaretto di Amore Gift Set	750 ml	\$16.45
Sidney Frank Import	3737	Black & Gold Gekkeikan	750 ml	\$12.95
Sidney Frank Import	3135	Jagermeister Liq. Club Glass Pack	750 ml	\$25.95
Skyy Spirits	2916	Carolan's Finest Irish Cream w/2 glasses	750 ml	\$15.95
Skyy Spirits	702	Wild Turkey Rare Breed w/decanter	750 ml	\$39.95
Skyy Spirits		Wild Turkey 101 w/2 glasses	750 ml	\$24.95
Skyy Spirits	87250	Cabo Wabo Blanco Tequila "Rock the House " VAP	750 ml	\$34.95
The Garlic Lady		Mary Gift Box (Bloody Mary Mix, Green Beands, Olives)	1.42 L	\$26.99
The Garlic Lady		Vibe Cocktail Mixes Hot Buttered Rum Mix	32 oz	\$6.49
William Grant	1195	Glenfidich 12 yr with glass and tasting diary	750 ml	\$46.95
WINES				
Niche	325050	Nurnberger Markt Gluhwein	1.0 liter	\$6.95
Odom		ChocoVine	750 ml	\$8.99
Odom		Perrier Jouet w/glass set	750 ml	\$39.99
EGG NOG & CIDERS				
Charles Jacquin	61618	Pennsylvania Dutch Egg Nog	1.75 L	\$21.95

Charles Jacquin	61616	Pennsylvania Dutch Egg Nog	750 ml	\$10.95
Heaven Hill	2229	Christian Bros Holiday Nog	750 ml	\$10.95
Heaven Hill	59100	Evan Williams Egg Nog	750 ml	\$11.45
CHOCOLATES / CONDIMENTS				
JOHN SOMMERS INC		Weinrich Whiskey Truffle Bar	3.5 oz	\$2.95
JOHN SOMMERS IN	950197	Weinrich Rum Truffle Bar	3.5 oz	\$2.95
JOHN SOMMERS IN	950155	Weinrich Orange Truffle Bar	3.5 oz	\$2.95
JOHN SUMMERS IN	950194	Schlunder Cappuccino Cake	14 oz	\$8.55
JOHN SUMMERS IN	950210	Schlunder Jamica Rum Cake	14 oz	\$8.55
Morris National, Inc	950116	Very Special Chocolate 10 ct crate	3.5 oz	\$3.70
Morris National, Inc	950188	Very Special Chocolate Grand Assortment	4.2 oz	\$4.95
Morris National, Inc	950187	Very Special 5 count box assortment		\$3.45
Turin	950204	Turin Chocolates in standup bag Jack Daniels	2.1 oz	\$2.85
Turin	950132	Turin Chocolates in standup bag Kahlua	2.1 oz	\$2.85
Turin	950205	Turin Chocolates in stand up bag Malibu	2.1 oz	\$2.85
Turin	950206	Turin Chocolates in stand up bag Baily's	2.1 oz	\$2.85
Turin	950216	Turin Chocolates in stand up bage Grand Marnier	2.1 oz	\$2.85
Turin	950131	Turin Chocolates in stand up bag Jose Cuervo	2.1 oz	\$2.85
Turin	950219	Turin Chocolates in stand up bag Grand Marnier	4.2 oz	\$5.15
Turin	950220	Turin Chocolates in stand up bag Baileys	4.2 oz	\$5.15
Turin	950221	Turin Chocolates in stand up bag Jack Daniels	4.2 oz	\$5.15
Turin	950222	Turin Chocolates in stand up bag Jose Cuervo	4.2 oz	\$5.15
Turin	950223	Turin Chocolates in stand up bag Kahalua	4.2 oz	\$5.15
Turin	950224	Turin Chocolates in stand up bag Malibu	4.2 oz	\$5.15
Turin	950225	Turin Chocolates Kahula gift box	6.23 oz	\$10.15

Turin	950226	Turin Chocolates Baileys gft box	6.23 oz	\$10.15
VAPS				
Bacardi	43126	Bacardi Superior Beanie on-pack	750 ml	\$16.95
Bacardi	43036	Bacardi Gold Beanie on-pack	750 ml	\$16.95
Bacardi	43046	Bacardi Select Beanie on-pack	750 ml	\$16.95
Bacardi	4868	Dewar's White Label w/Money Clip	1.75 Liter	\$57.95
Bacardi	4866	Dewar's White Label w/Money Clip	750 ml	\$28.95
Jim Beam	19476	Makers Mark Holiday Carton	750 ml	\$29.95
Jim Beam	19476	Makers Mark Frosted Bottle	750 ml	\$29.95
Pernod	34006	Absolut Vodka with special edition bottle	750 ml	\$21.95



**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

December 13, 2010

No. 2010-13

TO: ALL SUPPLIERS

FROM: DEBI J. BESSER, DIRECTOR OF PURCHASING

SUBJECT: 2011 DISTRIBUTION CENTER SHUTDOWN DATES

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 for any day which we are not shipping to stores, we will be utilizing an inventory build-up process prior to that day to ensure adequate product availability in the stores.

JANUARY

January 17, 2011 - DC closed in observance of Martin Luther King Jr. holiday.

January 18-21, 2011 - For physical inventory and material handling system upgrade.

FEBRUARY

February 21, 2011 - DC closed in observance of President's Day

MAY

May 30, 2010 - DC closed in observance of Memorial Day

JULY

July 4, 2011 - DC closed in observance of Independence Day.

SEPTEMBER

September 5, 2011 - DC closed in observance of Labor Day.

NOVEMBER

November 24-25, 2011- DC closed in observance of Thanksgiving.

DECEMBER

December 26, 2011 - DC closed in observance of Christmas.

December 30, 2011 - DC closed in observance of New Year's Day.

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



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

December 21, 2010

No. 2010-14

TO: ALL SUPPLIERS

FROM: DEBI BESSER, DIRECTOR OF PURCHASING

SUBJECT: BOARD POLICY ON ENERGY DRINK POS MATERIALS

Consistent with the recent Washington State Liquor Control Board (WSLCB) action restricting the sale of alcoholic energy drinks in the State of Washington, we do not wish WSLCB retail stores to be a venue for promoting this combination. To ensure this, Board policy #BP-01-2009 prohibits any references to combining energy drinks with alcohol on point-of-sale (POS) 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.

Please read the entire policy, attached to this memo, to ensure that all product packaging and POS materials are in full compliance with the Board policy. Suppliers and brokers are responsible to ensure their compliance.

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



Washington State Liquor Control Board

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.



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

December 21, 2010

No. 2010-15

TO: ALL SUPPLIERS

FROM: DEBI J. BESSER, DIRECTOR OF PURCHASING

SUBJECT: UPDATE TO PURCHASE ORDER PAYMENT PROCESS

The WSLCB is implementing a change to our process for the payment of Purchase Orders. This process does not include payment for goods on Bailment

Currently our process requires that our suppliers send invoices that match up to the Purchase order. Effective immediately, we will no longer be requiring an invoice. Purchase orders will automatically be paid, at the cost on the Purchase Order, within 30 days of receipt. Payment amount will be adjusted as appropriate to reflect actual quantity received and accepted. This new process will improve our customer service to you as well as supporting our "Go Green" initiative by reducing paper.

Due to technical issues, the verbiage on our Purchase Orders will still instruct to send invoices. This is not accurate. Please discontinue sending invoices. They will be destroyed upon receipt.

The process for payment of Bailment goods has not changed.

If you have any questions or concerns, please contact Casey Walker at cjw@liq.wa.gov.



Washington State
Liquor Control Board

Liquor Control Board Policy #BP-01-2009

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.

10/22/09 (djb)

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.

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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

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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.