



Wholesale Issue

November 8, 2013

Ladies and Gentlemen,

Many questions have arisen about A.R.S. 4-243.D promotional items. A request for a detailed list of items that the Department feels qualifies was made.

The Department will not be making a list of items. I feel a list would be too restrictive and I would get too many calls each day wanting new items added.

A.R.S. 4-243.D.

Notwithstanding subsection A, paragraph 4, and subsection B, paragraph 2, subdivision (e), any wholesaler may furnish without cost promotional items to an on-sale retailer, except that the total market value of the promotional items furnished by that wholesaler to that retailer in any calendar year shall not exceed five hundred dollars. For the purposes of this subsection, "promotional items" means items of equipment, supplies, novelties or other advertising specialties that conspicuously display the brand name of a spirituous liquor product. Promotional items do not include signs.

In an attempt to make this simple

Only the Wholesaler can supply the item "NOT THE PRODUCER", I realize the items originate with the Producer but should be delivered by the Wholesaler and records are to be kept by the Wholesaler

On-sale locations only

Should only be used in the "front of the house" (bar area and customer areas)

\$500.00 in a calendar year per Wholesaler (not per brand)

Cost is the Fair Market Value of the item (I may request paperwork / receipts)

Must have branding of spirituous liquor product "Conspicuously" (clearly identifiable)

They will be using the item at the facility and not taken off the premises

If you have a question about a specific item, call me and send me a photo

Respectfully,

A handwritten signature in blue ink, appearing to read "J.C. Miller", is located below the "Respectfully," text.

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