



State of Arizona
Department of Liquor Licenses and Control

Industry Notice

March 14, 2024

Channel Pricing

The Arizona Revised Statutes Title IV has two channels of pricing for wholesalers in the State of Arizona. Wholesalers are allowed to have different prices for different retailers based on these pricing rates. The two channel pricing options are for on sale licenses and off sale licenses.

1. A Wholesaler in Arizona may employ channel pricing, to on and off sale retailers. Wholesalers may charge different prices for each channel for the same spirituous liquor. All discounts pricing must be based on the volume a retailer orders. The discounts must be available to all retailers in that channel of pricing for a 24-hour period and equally available to all retailers in that channel.

For instance, if one a Series 12 (Restaurant) is offered a discount on 40 cases of beer, another retailer in the same channel must also be offered that discount.

2. Retailers that hold stacked licenses must be invoiced under their primary use of the premise.

For instance, if a Series 09 (Full Liquor Store) is Stacked with a Series 07 (Beer and Wine Bar), if the licensee sell more products to go for off-sale purposes, the alcohol must be invoiced under the Series 09 (Liquor Store). A licensee or a wholesaler are not allowed to change the channel just to collect the better pricing for that time period. All invoices must be sold under the primary use.

Wholesalers please check your systems to ensure that you are following proper guidelines on Channel Pricing.

For your convenience, the statute for channel pricing is included (ARS § 4-227.01).

This should serve as clarification for how products must be invoiced.

Thank you for your time and attention to this matter.

If you have questions, please contact Risa Williams, Sergeant, at risa.williams@azliquor.gov or 602-542-9071.