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STATE OF NEW YORK
LIQUOR AUTHORITY

TO: MANUFACTURERS AND WHOLESALERS OF LIQUOR AND WINE

SUBJECT: 1. PRICING METHOD ON SCHEDULES OF WINE PRICES TO WHOLESALERS.
2. SALES TO AIRLINE LICENSEES AND AIRLINE PERMITTEES.

1. MANDATORY PRICING METHODS NOT APPLICABLE TO WINE PRICES TO WHOLESALERS.

Rule 16, Subdivision 5(a) (1) of the Rules of the State Liquor Authority provides two mandatory methods and three optional methods for scheduling prices to wholesalers. The mandatory provision in the Rule are applicable only to Schedules of Liquor Prices to Wholesalers. With respect to the filing of Schedules of Wine Prices to Wholesalers all five methods set forth in the Rule are optional.

2. SALES TO AIRLINE LICENSEES AND AIRLINE PERMITTEES

Rule 16; Subdivision 4(c) provides as follows:

All sales to airline company retail licensees shall be at price schedule prices, except "In Bond" sales to aircraft under Section 99-b.

In response to inquiries from various segments of the industry the Authority is limiting the application of this provision to sales to airline company retail licensees only; and to sales to such licensees of alcoholic beverages which will be used in the State of New York.

Sales to airline company retail licensees of alcoholic beverages intended for use outside the State of New York are not required to be at price schedule prices. Sales to aircraft companies holding permits under Section 99-b (AY Permits) of alcoholic beverages for use outside the State of New York are not required to be at price schedule prices, even though such airline companies are also retail licensees.

The Authority has approved a brand label registration for a brand of wine which contained the words "Airline Special" as part of the brand name. Pursuant to the "good cause" provision of Rule 16, subd. 8(d) of the Rules of the State Liquor Authority, permission was granted to limit the distribution of the brand of wine to airline licensees. Brands of liquor are not eligible for similar consideration because of affirmation implication.

STATE LIQUOR AUTHORITY



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