

(Series 1969)
Bulletin #445
April 24, 1969

STATE OF NEW YORK
LIQUOR AUTHORITY

TO: MANUFACTURERS AND WHOLESALERS OF LIQUOR, WINE AND BEER

SUBJECT: Sales to Steamship Companies and to Companies
Operating Aircraft (SY and AY Permittees)

Brand Labels Must Be Registered

Section 107-a of the Alcoholic Beverage Control Law provides, in part, that no liquor, wine or beer shall be labeled, offered or advertised for sale unless the brand or trade name shall have been registered with and approved by the Authority.

Manufacturers and wholesalers who sell and deliver in this State to a steamship or aircraft company, which holds a permit under Section 99-b of the Alcoholic Beverage Control Law, alcoholic beverages for ultimate use as ship's stores outside the territorial jurisdiction of the State and not for resale in the State, may so sell only brands of alcoholic beverages which are duly registered pursuant to Section 107-a.

The Attorney General of the State of New York, in a letter dated January 15, 1969, has stated that Section 107-a applies to alcoholic beverages sold in such a transaction, and that their labels must be registered in accordance with its provisions. The terms of Section 107-a do not depend upon the ultimate destination or disposition of any particular shipment of alcoholic beverages, but upon the use of the label.

STATE LIQUOR AUTHORITY



D. S. Hostetter
Chairman