

AGENDA
IOWA ALCOHOLIC BEVERAGES COMMISSION MEETING

Iowa Alcoholic Beverages Division
August 27, 2019 – 1:00 PM – 4:00 PM
Dial in Number: 1.866.685.1580
Conference Code Number: 0009991572

Call to Order.....Chairperson Pauli

- I. Introductions/Opening Remarks
- II. Approval of Agenda - **ACTION ITEM**
- III. Approval of Minutes June 25, 2019 – **ACTION ITEM**

New Business.....Chairperson Pauli

- Listing Appeal Hearings – **ACTION ITEM**
 - SLRRRP
 - Heroes Vodka

Administrator's Report.....Administrator's Designee
Herb Sutton, Bureau Chief of Business Operations

- IV. Business Operations Report
- V. Approval for ABD to move forward with Rule Making – **ACTION ITEM**

Public Comment.....Chairperson Pauli

Old Business.....Chairperson Pauli

Next Meeting Dates.....Chairperson Pauli

- October 8, 2019
- Tentative Telephonic Meeting the morning of November 13, 2019 to Adopt Rules
- December 10, 2019

Adjournment.....Chairperson Pauli

NOTE: Committee and Board agendas may be amended any time up to 24 hours before the meetings. Agenda items may be considered out of order at the discretion of the chair. Meetings will not convene earlier than stated above. If you require accommodations to participate in this public meeting, call 515.281.7407 or TTY at (toll-free) 866.IowaABD to make your request. Please notify ABD at least 48 hours in advance.

IOWA ALCOHOLIC BEVERAGES COMMISSION

MINUTES

Iowa Alcoholic Beverages Division

June 25, 2019 – 1:00 p.m.

Dial In Number: 1.866.685.1580

Conference Code Number: 0009991572

Commission Members Present

Rachel Eubank: Chair

John Pauli: Vice Chair

Crissy Riesenbeck-Spratt: Secretary

Jay Wilson: Member

Gary Nystrom: Member

Division Staff Present

Stephen Larson: Administrator

Erin Carpenter: Assistant to the Administrator

Tyler Ackerson: Government and Public Relations

Leisa Bertram: Comptroller

Martin Moen: IT Manager

Jodi Christensen: Safety/Security & Brand Management

Josh Happe: Bureau Chief, Regulatory Compliance

Heather Schaffer: Compliance Officer 2

Jake Holmes: Education and Outreach

Denise Roberg: Education and Outreach

Lolani Lekkas: Compliance Officer 2

Stephanie Strauss: Government and Public Relations

Herb Sutton: Bureau Chief, Business Operations

Jonathan Mader: Accounting

Madelyn Cutler: Reception

Guests Present

John Lundquist: AAG

Ron DeVries: Ruan

Marty Wadle: Ruan

Lance Cheney: Ruan

Mackenzie Nading: IWBA

E John Broadbent: Broadbent Distillery

Kyle Doyle: Iowa Distilling Company

Stuart Oxe: Dehner Distillery

J. Wilson: Iowa Brewer's Guild

Tom Cope: Distiller's Alliance

Eric Goranson: Iowa Restaurant Association

Brittany Lumley: LS2 Group
Angel Banks- Adams: LSA

CALL TO ORDER

Chairperson Eubank called the meeting to order at 1:00 p.m. and roll was taken. There was a quorum.

APPROVAL OF AGENDA

MOTION: A motion was made by Commissioner Spratt and seconded by Commissioner Pauli to approve the agenda for the June 25, 2019, Commission meeting.

Motion approved.

APPROVAL OF MINUTES

MOTION: A motion was made by Commissioner Spratt and seconded by Commissioner Wilson to approve the minutes for the March 26, 2019 meeting.

Motion approved.

ADMINISTRATOR'S REPORT

Administrator Larson thanked the Commission and attendees for attending the meeting today. He announced this meeting will primarily focus on business operations, legislative updates from this year's session, and any policies initiatives planned for FY2020.

Administrator Larson recognized Business Operations Bureau Chief, Herb Sutton. Mr. Sutton gave an overview of business operations announcements which include the Ruan transition updates, warehouse expansion construction, administrative office remodel for additional staff, and a record high month in sales for May. When you combine the difficulty of transition, changing routes, new personnel, and a record sales month it was a notable achievement for ABD and Ruan to persevere. The first contract oversight meeting was held June 13th which provided a more in depth transition report and was attended by members from the Department of Management, ABD Commission, and our policy advisor from the Governor's Office. Mr. Sutton remarked he thought the transition so far was a success and was excited to see where this partnership will lead us.

Business Operations Bureau Chief, Herb Sutton recognized Comptroller Leisa Bertram for a financial management update. Ms. Bertram gave the financial analysis through May 2019. The month of May FY2019 had a record high in sales with \$31,010,524, up a 7.36 percent increase from May FY2018. She stated that the liquor sales for May YTD were \$305,687,888 which was a 6.83 percent increase. The total General Fund Reversion YTD is at 112,995,321, up at a 4.21 percent increase.

Commissioner Wilson asked why the split case fee was down if the bottles are increased so much. Ms. Bertram replied she believes that correlation could be linked to how convenience stores ordering several individual bottles on each order, along with the method 50ml bottles are packaged. Commissioner Spratt stated in the beer industry that their data is measured in ounces to make up the difference of can sizes. Ms. Bertram replied that liquor measurements use comparisons of nine liter bottle measuring and that is something we would like to do more of in the future.

Ms. Bertram next went through budget and expense breakdowns with Ruan. The expense comparisons are not apples to apples in many categories, like personnel, truck fuel, and various warehouse supplies like boxes and shrink wrap, along with other categories. Ms. Bertram explained she took the weekly Ruan invoices and made an average cost analysis and compared that with ABD's invoicing to be able to show a more accurate comparison of costs.

Commissioner Eubanks asked if May's record sales month was accounted for in the averages. Ms. Bertram replied no, it wasn't because the cash basis invoicing on ABD's side made it a nonissue.

Commissioner Pauli asked if financials are arising as they expected to, and Ms. Bertram replied yes.

Commissioner Pauli asked what is driving the increased number in sales. Ms. Bertram answered she was not entirely sure yet, however with the increased number of stores being added many require an entire inventory purchase.

Commissioner Eubanks asked if it would be possible to compare liquor sales to wine and beer. Ms. Bertram replied that we do monitor that in the annual report based on tax reports, however it could be possibly generated monthly to display more details.

Administrator Larson remarked that analytics on consumption versus pricing need to be presented based on what Iowans want to know. It will require the right personnel, IT system platforms, and outsourcing useful data creation. He added that if there were specific analytics that the Commission would like to see, to bring that information to ABD for us to obtain.

Commissioner Nystrom added it was important as a Commission to know that information has always been easy and static to ask for, and now with Ruan it will be different and we need to be more patient for this information to be obtained and analyzed. A lot of these financial comparisons could take several months to analyze and have comparisons really make sense to us as a Commission. Ms. Bertram replied this was true and she plans to change up the metric sheets that we have been using to try and make these financials make more sense.

Commissioner Eubanks reminded everyone the reversion is why we are here and that is key data.

Commissioner Pauli asked Ms. Bertram how she expected inflation to impact liquor sales numbers, especially broken down per product. Ms. Bertram replied the prices on products change too often and the mark-up typically negates many of these financial changes.

Administrator Larson reiterated that the monthly contractual administration meetings are important to maintain to ensure the contract is being up held and to monitor the invoices closely. He invited the Commission to attend and to speak to Mr. Sutton regarding any questions. Administrator Larson also added that while analytics are great, we cannot measure risk, only hard costs and stability.

Administrator Larson recognized Ron Devries, Ruan Transportation, for a brief update. Mr. Devries announced since the transition started nine weeks ago, there was a route change on day one and nearly 100 stores have been added since that date. If we continue to see a growth increase of stores then there may be another route change needed and with these changes, there has been no increase in expense for trailers. Mr. Devries then gave an update on the IT cutover date progress. Commissioner Wilson asked if we are prepared to proceed with the August 5th IT cutover date. Mr. Devries replied that the system is set up and the testing phase is currently under way. Employees on both sides are also being trained to use it. Mr. Sutton added that the IT cutover will be a conversion weekend, not a one day event, and AX can kick in as a backup if any significant problems arise.

Commissioner Wilson asked if a communication will be sent to any stakeholders. Mr. Sutton and Ms. Bertram stated they were still reviewing if that should be an option, however it may not need to be since there is a backup system already in place. Administrator Larson remarked we will make that decision in July on whether or not a communication will be sent out.

Administrator Larson recognized Governmental and Public Relations, Stephanie Strauss, to give a legislation update. Ms. Strauss announced it was a busy and active 104 day session and went into detail about the ABD Technical Bill, SF230 (Toppling Goliath), SF323 (Canned Cocktail), and HF668 (Tied House Reform Bill). Ms. Strauss added that for SF323, the next steps include requesting beer wholesalers to track their products and how they obtain liquor to create the product. The next steps for HF668 are to review all licensing agreements that expire by July 1, 2019, and to note that all future licensing agreements will be escalated to the Administrator. There will also be some rule-making involved in the future for this bill as well.

Administrator Larson added that some of these bills will also require additional educational resources to be sent out to affected stakeholders in the future. Administrator Larson announced there will not be any legislation submitted in FY2020 by the Division. Rulemaking and policy development will be the focus for FY2020 with the Commission's help. We also plan to work closely with legislature and the Governor's Office to ensure we follow the Governor Reynold's future plans and initiatives.

Commissioner Wilson asked regarding SF230, how can a change be made to some industry members but not all? How is that a level playing field? Administrator Larson replied that bill was submitted by outside stakeholders, not ABD, and that the Commission can make a stance on this legislation, however ABD cannot due to being the regulator of the marketplace.

PUBLIC COMMENT

None

OLD BUSINESS

None

NEW BUSINESS

MOTION: A motion was made by Commissioner Pauli and seconded by Commissioner Wilson to elect officers for 2020 fiscal year: Commissioner Pauli as Chair, Commissioner Spratt as Vice Chair, and Commissioner Wilson as Secretary.

Motion approved.

MOTION: A motion was made by Commissioner Nystrom and seconded by Commissioner Pauli to hear the appeal of the Administrator's denial of the listing requested for Heroes Vodka.

Motion approved.

MOTION: A motion was made by Commissioner Pauli and seconded by Commissioner Nystrom to hear the appeal of the Administrator's denial of the listing requested for SLRRRP Jello Shots.

Motion approved.

The Commission set a date to hear the listing appeal hearings to take place in person on the next Commission meeting date for Tuesday, August 27, 2019 at 1:00 p.m. at Iowa Alcoholic Beverages Division, Ankeny.

NEXT MEETING DATES

Tuesday, August 27, 2019 at 1:00 p.m. at Iowa Alcoholic Beverages Division, Ankeny

ADJOURNMENT

MOTION: A motion was made by Commissioner Nystrom and seconded by Commissioner Eubanks to adjourn the meeting.

Motion approved.

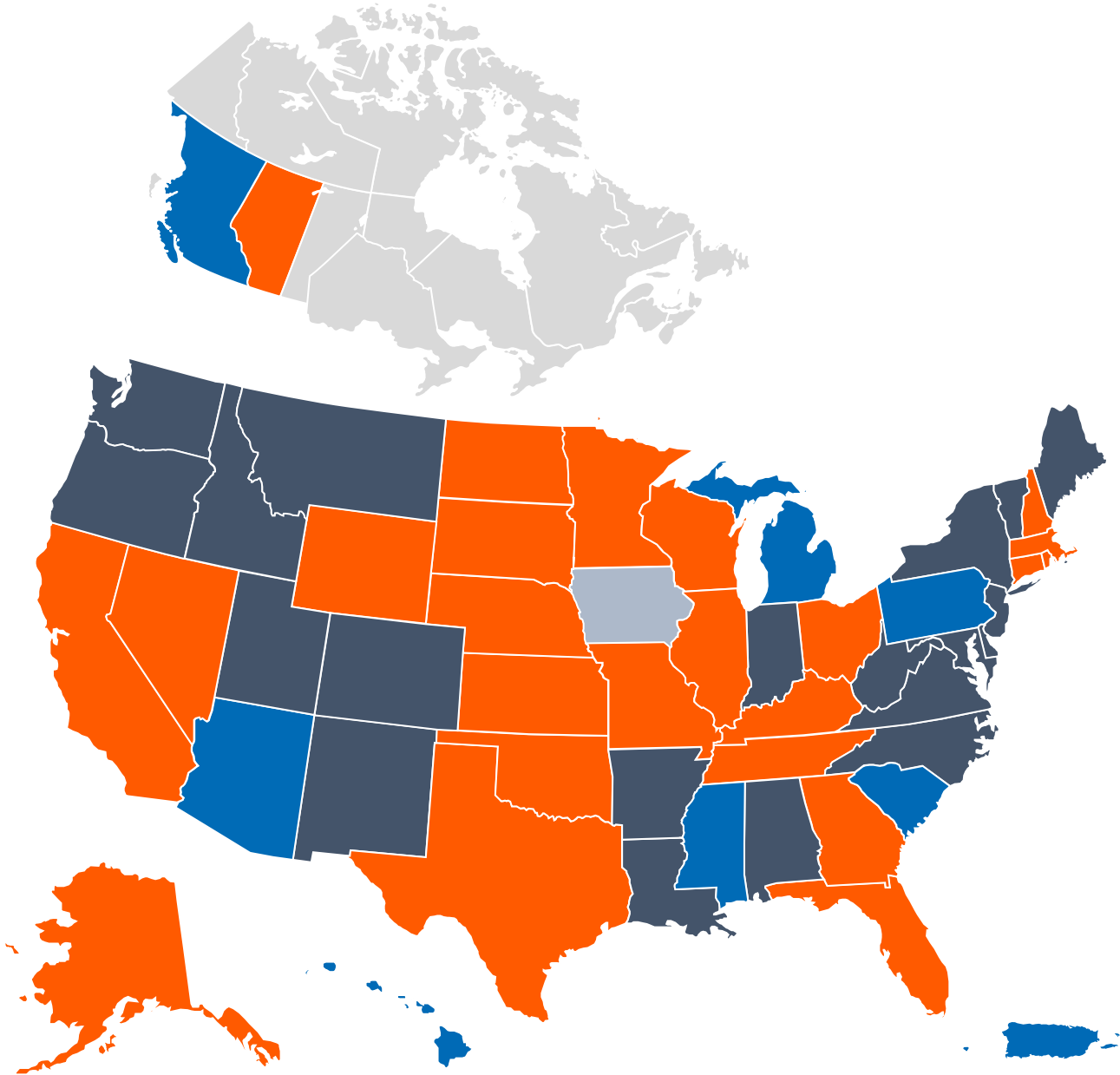
The meeting adjourned at 2:50 p.m.

Commissioner Jay Wilson, Secretary

I was not given any specifics on what we were in violation of per the DISCUS document so this document was prepared for all points.

Market Adoption

- Available
- Launching



Responsible Placement

Adult Audiences/Underage Persons

1. Beverage alcohol advertising and marketing materials are intended for adults of legal purchase age who choose to drink.
2. Beverage alcohol products should not be advertised or marketed in any manner directed or primarily appealing to persons below the legal purchase age. (The definition of "primarily appeal" is set forth under the Responsible Content provisions.)
3. Beverage alcohol advertising and marketing should be placed in broadcast, cable, radio, print, and internet/digital communications only where at least 71.6 percent of the audience is reasonably expected to be of legal purchase age (determined by using reliable, up-to-date audience composition data).
 1. To facilitate these placement commitments, recognized electronic and print composition data should be reviewed on a regular basis (at least annually) in order to ensure that the audience composition data are current and appropriate.
 2. Internal, semi-annual after-the-fact audits of a random portion of past placements should be undertaken to verify that such past placements were in compliance with this Code and to take appropriate, corrective action for future placements.
 3. Detailed demographic data/advertisement placement guidelines have been developed to implement the responsible placement provisions, which are posted on the DISCUS website and updated periodically to reflect the most current and appropriate data.
4. Appropriate measures and best efforts should be taken so that beverage alcohol advertising and marketing are not specifically aimed at events unless at least 71.6 percent of the audience is reasonably expected to be of legal purchase age.
5. Fixed beverage alcohol advertising and marketing materials may be placed at venues that are used primarily for adult-oriented events defined as where at least 71.6 percent of the audience attending those venue events is reasonably expected to be of legal purchase age.
6. Beverage alcohol products should not be advertised or marketed in college or university newspapers, or on college and university campuses except for licensed retail establishments located on such campuses.
7. Supplier-sponsored beverage alcohol promotions should not be conducted in an on-campus licensed retail establishment owned or operated by a college or university.
8. Beverage alcohol advertising should not be placed on any outdoor stationary location within five hundred (500) linear feet of an established place of worship, an elementary school or secondary school except on a licensed premise.

Responsible Placement
Adult Audiences/Underage Persons (Continued) 1

Beverage alcohol advertising and marketing materials are intended for adults of legal purchase age who choose to drink.

Responsible Placement

Adult Audiences/Underage Persons (Continued) 2

Beverage alcohol products should not be advertised or marketed in any manner directed or primarily appealing to persons below the legal purchase age. (The definition of "primarily appeal" is set forth under the Responsible Content provisions.)

Responsible Placement

Adult Audiences/Underage Persons (Continued) 3

- Beverage alcohol advertising and marketing should be placed in broadcast, cable, radio, print, and internet/digital communications only where at least 71.6 percent of the audience is reasonably expected to be of legal purchase age (determined by using reliable, up-to-date audience composition data).
 - To facilitate these placement commitments, recognized electronic and print composition data should be reviewed on a regular basis (at least annually) in order to ensure that the audience composition data are current and appropriate.
 - Internal, semi-annual after-the-fact audits of a random portion of past placements should be undertaken to verify that such past placements were in compliance with this Code and to take appropriate, corrective action for future placements.
 - Detailed demographic data/advertisement placement guidelines have been developed to implement the responsible placement provisions, which are posted on the DISCUS website and updated periodically to reflect the most current and appropriate data.

94% of SLRRRP's Marketing Budget is spent on Point of sale in store materials (Roughly \$169.2K). 6% is spent on developing materials and ads for social media (\$10.8K)

On-Line followers 73% above 21
Facebook 4371 followers
Instagram Followers 12,100
Total followers: 16471
Above 21 followers 12,024

Facebook

AT&T 11:19 AM 84%

Audience Insights

4,371
Total Page Likes
Lifetime

1.1K
New Page Likes
Last 28 days

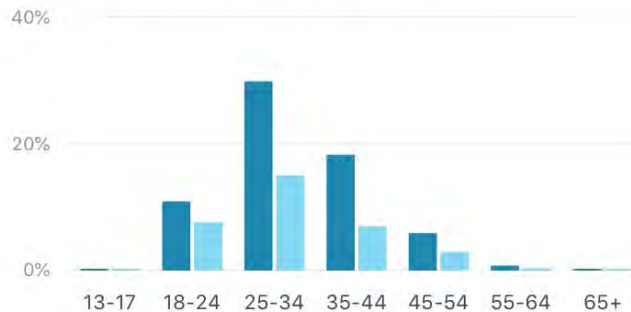


Starr Pearl South Memphis, Marie Vacek Abboud and 4.4K other people like your Page

Age and Gender

People who like your Page are in these age and gender groups. These numbers are estimates.

2.9k (66%) **Women** **1.4k** (33%) **Men**



Top Locations

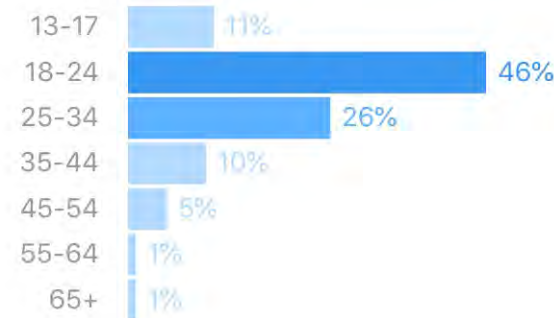
Instagram

AT&T 11:14 AM 85%

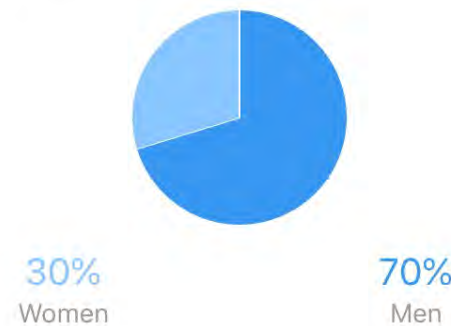
Insights

Content Activity Audience

Age Range ⓘ All Men Women



Gender ⓘ



We filter out bots and underage users on a regular basis – neither platform have a system for doing this currently. We do it because we believe it is the right thing to do.

- About half of our followers on Instagram are from other countries where legal drinking age is 18.

SLRRRP Advertising Budget

Advertising Source	Dollars Allocated	% of total	\$ of advertising to over 21	% of \$ allocated to 21 +
In Store Point of sale	\$ 169,200.00	94%	\$ 169,200.00	
Facebook	\$ 5,400.00	3%	\$ 5,934.07	
Instagram	\$ 5,400.00	3%	\$ 3,591.00	
Total	\$ 180,000.00	100%	\$ 178,725.07	99.29%
**YTD as of July 31st 2019				

Facebook

Age	Women	Men	%
under 21	5.25%	3.75%	
Total	5.25%	3.75%	9.00%
18-24	5.00%	3.50%	
25-34	30%	15%	
35-44	18%	7%	
45-54	6%	3%	
55-64	2%	1%	
65+	0.25%	0.25%	
Total	61.25%	29.75%	91.00%
Grand Total			100%

Instagram

Under 21	
Total	33.5%
21-24	22.5%
25-34	27%
35-44	10%
45-54	5%
55-64	1%
65+	1%
Total	67%
Grand Total	100%

Responsible Placement

Adult Audiences/Underage Persons (Continued) 4

Appropriate measures and best efforts should be taken so that beverage alcohol advertising and marketing are not specifically aimed at events unless at least 71.6 percent of the audience is reasonably expected to be of legal purchase age.

Advertising budget is for in store – 94%

Less than 6% of advertising budget is spent on social
Media

2019 Marketing budget through July was \$180K , spent
\$10.5K on social media development = less than 6% of
total budget.

Responsible Placement Adult Audiences/Underage Persons (Continued) 5

Fixed beverage alcohol advertising and marketing materials may be placed at venues that are used primarily for adult-oriented events defined as where at least 71.6 percent of the audience attending those venue events is reasonably expected to be of legal purchase age.

All POS is developed for Liquor stores or bars.

Examples:



Responsible Placement

Adult Audiences/Underage Persons (Continued) 6

Beverage alcohol products should not be advertised or marketed in college or university newspapers, or on college and university campuses except for licensed retail establishments located on such campuses.

To date SLRRRP has Advertised in 0 College or University Newspapers nor any other form of College or University advertising platforms.

Responsible Placement

Adult Audiences/Underage Persons (Continued) 7

Supplier-sponsored beverage alcohol promotions should not be conducted in an on-campus licensed retail establishment owned or operated by a college or university.

SLRRRP has conducted 0 on Campus promotions.

Responsible Placement

Adult Audiences/Underage Persons (Continued) 8

Beverage alcohol advertising should not be placed on any outdoor stationary location within five hundred (500) linear feet of an established place of worship, an elementary school or secondary school except on a licensed premise.

SLRRRP Advertising budgets is 94% in store and 6% social media.

Responsible Content

Adult Audiences/Underage Persons

1. Beverage alcohol advertising and marketing materials are intended for adults of legal purchase age who choose to drink. Beverage alcohol advertising and marketing materials must comply with all aspects of the Code regardless of where these materials are placed; for example, the nature or subject matter of a particular publication is not relevant.
2. The content of beverage alcohol advertising and marketing materials should not primarily appeal to individuals below the legal purchase age.
3. Beverage alcohol advertising and marketing materials should not depict a child or portray objects, images or cartoon figures that primarily appeal to persons below the legal purchase age. Advertising or marketing material is considered to "primarily appeal" to persons below the legal purchase age if it has special attractiveness to such persons beyond the general attractiveness it has for persons of legal purchase age.
4. Beverage alcohol advertising and marketing materials should not contain the name of or depict Santa Claus.
5. Beverage alcohol products should not be advertised or marketed on the comic pages of newspapers, magazines or other publications.
6. Beverage alcohol products should not be advertised or marketed in a manner associated with the attainment of adulthood or the "rite of passage" to adulthood.
7. Beverage alcohol products should not be advertised or promoted by any person who is below the legal purchase age or who is made to appear to be below the legal purchase age. To help ensure that individuals in beverage alcohol advertising are and appear to be above the legal purchase age, models and actors employed should be a minimum of 25 years old, substantiated by proper identification and should reasonably appear to be 21 years of age and older.
8. No brand identification, including logos, trademarks or names, should be used or licensed for use on clothing, toys, games, or game equipment, or other items intended for use primarily by persons below the legal purchase age.
9. DISCUS members should limit the manufacture of brand logoed apparel, and the licensing of member company trademarks used in connection with the sale of brand logoed apparel, to only adult sizes.

Responsible Content

Adult Audiences/Underage Persons

Websites

10. Age affirmation mechanisms, utilizing month, day and year, should be employed for DISCUS member-controlled beverage alcohol advertising and marketing websites. They also should contain a reminder of the legal purchase age.
11. DISCUS members recognize the crucial role parents play in educating their children about the legal and responsible consumption of beverage alcohol. To enable parents who choose to prevent their children from accessing internet websites without their supervision, DISCUS will provide those parents and the manufacturers of parental control software upon request the website address of each member company so that the parent or manufacturer can use this information.
12. Each DISCUS member-controlled website with advertising or marketing materials should provide a link to a responsible decision-making site.
13. DISCUS member-controlled websites that contain downloadable advertising or marketing content should include instructions to individuals downloading the content that they should not forward these materials to individuals below the legal purchase age and also should include on the downloadable content a responsible drinking statement where practicable.

Responsible Content

Adult Audiences/Underage Persons

Social Responsibility

14. Beverage alcohol advertising and marketing materials should portray beverage alcohol products and drinkers in a responsible manner. Beverage alcohol products and drinkers may be portrayed as part of responsible personal and social experiences and activities, such as the depiction of persons in a social or romantic setting, persons who appear to be attractive or affluent, and persons who appear to be relaxing or in an enjoyable setting.
15. Beverage alcohol advertising and marketing materials should not depict situations where beverage alcohol is being consumed excessively or in an irresponsible manner. These materials should not portray persons in a state of intoxication or in any way suggest that intoxication is socially acceptable conduct, and they should not promote the intoxicating effects of beverage alcohol consumption.
16. Beverage alcohol advertising and marketing materials should not contain any curative or therapeutic claim except as permitted by law.
17. Beverage alcohol advertising and marketing materials should contain no claims or representations that individuals can attain social, professional, educational, or athletic success or status as a result of beverage alcohol consumption.
18. Beverage alcohol products should not be advertised or marketed in any manner associated with abusive or violent relationships or situations.
19. Beverage alcohol advertising and marketing materials should not imply illegal activity of any kind.
20. Beverage alcohol advertising and marketing materials should not portray beverage alcohol being consumed by a person who is engaged in, or is immediately about to engage in, any activity that requires a high degree of alertness or physical coordination.
21. Beverage alcohol advertising and marketing materials should not be associated with anti-social or dangerous behavior.
22. Driving while intoxicated is against the law. Beverage alcohol advertising and marketing materials should not portray, encourage or condone driving any motor vehicle while intoxicated.

Responsible Content

Adult Audiences/Underage Persons

Good Taste

- 23. Beverage alcohol advertising and marketing materials should reflect generally accepted contemporary standards of good taste.
- 24. Beverage alcohol advertising and marketing materials should not degrade the image, form, or status of women, men, or of any ethnic, minority, sexually-oriented, religious, or other group.
- 25. Beverage alcohol advertising and marketing materials should not contain any lewd or indecent images or language.
- 26. Beverage alcohol advertising and marketing materials should not employ religion or religious themes.

Responsible Content

Adult Audiences/Underage Persons

Sexual Prowess and Sexual Success

27. Beverage alcohol advertising and marketing materials may depict affection or other amorous gestures or other attributes associated with sociability and friendship. While a brand preference may be portrayed as a mark of good taste and discernment, beverage alcohol advertising and marketing materials should not rely upon sexual prowess or sexual success as a selling point for the brand. Accordingly, advertising and marketing materials should not contain or depict:

- graphic or gratuitous nudity;
- overt sexual activity;
- promiscuity; or
- sexually lewd or indecent images or language.

Responsible Content

Adult Audiences/Underage Persons

Promotional Events

28. On-premise promotions sponsored by DISCUS members should encourage responsible consumption by those adults who choose to drink and discourage activities, including those drinking games, that reward or encourage excessive/abusive consumption.
29. Where supplier sampling is permitted, DISCUS members should ensure that appropriate measures are employed to safeguard against underage drinking, including ensuring that individuals conducting the sampling on behalf of the supplier are of legal purchase age.
30. DISCUS members should not promote or encourage any drinking in conjunction with reckless and/or irresponsible behavior at an on-premise promotion sponsored by DISCUS members.
31. Beverage alcohol advertising and marketing materials should not use the term “spring break” or sponsor events or activities that use the term “spring break” except if those events or activities are located at a licensed retail establishment.

Responsible Content

Adult Audiences/Underage Persons

Product Placements

32. Movies, television programs, music videos, and video games frequently may portray the consumption of beverage alcohol products and related signage in their productions. For those DISCUS members who seek placement opportunities, product placements will be guided by the following principles:
- A. Case-by-case assessment: DISCUS members should approve or reject a product placement on a case-by-case basis based upon the information about the movie, television program, music video, or video game available at the time provided by the project's producers.
 - B. Portrayal of drinking and driving: Driving while intoxicated is against the law and beverage alcohol advertising and marketing materials should not portray, encourage or condone driving any motor vehicle while intoxicated. DISCUS members should not approve a product placement where the characters engage in illegal or irresponsible consumption of their products in connection with driving.
 - C. Underage drinking: DISCUS members strongly oppose underage drinking. DISCUS members should not approve a product placement which portrays the purchase or consumption of their products by persons who are below the legal purchase age.
 - D. Primary appeal to persons below the legal purchase age: DISCUS members should not approve a product placement where the primary theme(s), because of its content or presentation, is especially attractive to persons below the legal purchase age beyond the general attractiveness such theme(s) has for persons of legal purchase age.
 - E. Portraying alcoholism/alcohol abuse: DISCUS members should not approve a product placement where characters use their products irresponsibly or abusively or where alcoholism is portrayed, unless the depiction supports a responsible-consumption message.
 - F. Measured media: DISCUS members should not request or approve a product placement in any measured media unless the placement is consistent with the responsible placement provisions of the Code.

Responsible Content

Adult Audiences/Underage Persons

Alcohol Content

33. Beverage alcohol advertising and marketing materials should not refer to the alcohol content of a beverage alcohol product except in a straightforward and factual manner or promote the potency of a beverage alcohol product.

Social Responsibility Statements

34. Responsible drinking statements should be included in beverage alcohol advertising, marketing materials and promotional events where practicable.

Responsible Content

Adult Audiences/Underage Persons 1

Beverage alcohol advertising and marketing materials are intended for adults of legal purchase age who choose to drink. Beverage alcohol advertising and marketing materials must comply with all aspects of the Code regardless of where these materials are placed; for example, the nature or subject matter of a particular publication is not relevant.

SLRRRP has kept its messaging consistent across all media forms.

94% of all advertising is done in Licensed accounts – 100% for 21+

6% of all advertising is done on line.

12.3K followers on Instagram

Responsible Content

Adult Audiences/Underage Persons 2

The content of beverage alcohol advertising and marketing materials should not primarily appeal to individuals below the legal purchase age.

94% of SLRRRPs marketing budget is spent on licensed in store materials, 99.25% of total budget hits 21+ audience.

Social Media followers are 71.82% above legal drinking age - .22% higher than DISCUS standards

Responsible Content

Adult Audiences/Underage Persons 3

Beverage alcohol advertising and marketing materials should not depict a child or portray objects, images or cartoon figures that primarily appeal to persons below the legal purchase age. Advertising or marketing material is considered to "primarily appeal" to persons below the legal purchase age if it has special attractiveness to such persons beyond the general attractiveness it has for persons of legal purchase age.

Below are a few of our Facebook & Instagram posts, Please feel free to look us up on Instagram @slrrrp or on Face book SLRRRP



Responsible Content

Adult Audiences/Underage Persons 4

Beverage alcohol advertising and marketing materials should not contain the name of or depict Santa Claus.

SLRRRP has not Depicted Santa Claus or used his name.

Responsible Content

Adult Audiences/Underage Persons 5

Beverage alcohol products should not be advertised or marketed on the comic pages of newspapers, magazines or other publications.

SLRRRP has never Published an advertisement in the comic section of any print or on-line publication.

Responsible Content

Adult Audiences/Underage Persons 6

Beverage alcohol products should not be advertised or marketed in a manner associated with the attainment of adulthood or the "rite of passage" to adulthood.

SLRRRP is not associated with adulthood or right of passage.

Responsible Content

Adult Audiences/Underage Persons 7

Beverage alcohol products should not be advertised or promoted by any person who is below the legal purchase age or who is made to appear to be below the legal purchase age. To help ensure that individuals in beverage alcohol advertising are and appear to be above the legal purchase age, models and actors employed should be a minimum of 25 years old, substantiated by proper identification and should reasonably appear to be 21 years of age and older.

All people associated with any of our advertising are 25 years +.

Responsible Content

Adult Audiences/Underage Persons 8

No brand identification, including logos, trademarks or names, should be used or licensed for use on clothing, toys, games, or game equipment, or other items intended for use primarily by persons below the legal purchase age.

All brand Identification used are marketed to adults of legal purchase age.

94% of all marketing is done a Licensed store level.

Responsible Content

Adult Audiences/Underage Persons 9

DISCUS members should limit the manufacture of brand logoed apparel, and the licensing of member company trademarks used in connection with the sale of brand logoed apparel, to only adult sizes.

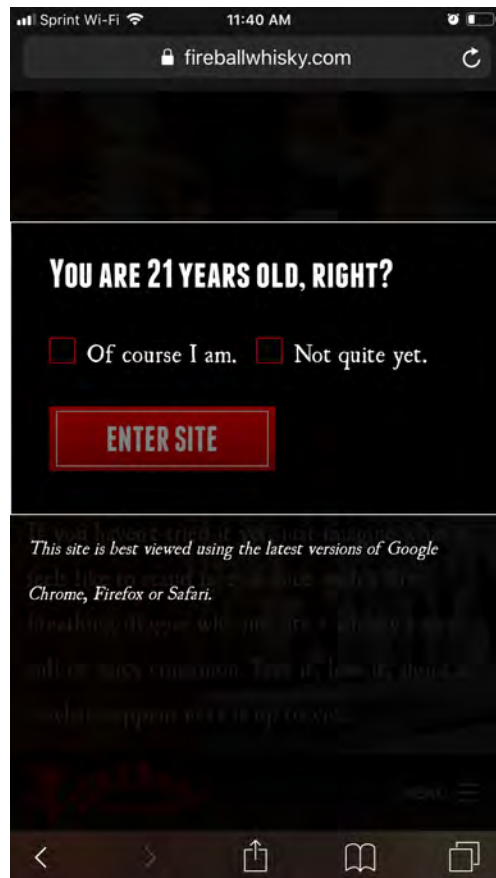
All branded logoed apparel has only been produced in adult men and women sizes. We are happy to provide Invoices.

Responsible Content

Adult Audiences/Underage Persons 10

Websites

Age affirmation mechanisms, utilizing month, day and year, should be employed for DISCUS member-controlled beverage alcohol advertising and marketing websites. They also should contain a reminder of the legal purchase age.



Fire Ball Whiskey (currently allowed in Iowa) does not meet the current standard of DISCUS and only asks a Yes or no to are you 21.



SLRRRP age portal is 100% compliant to DISCUS standard with Month, Day, And year.

Responsible Content

Adult Audiences/Underage Persons 11

Websites

DISCUS members recognize the crucial role parents play in educating their children about the legal and responsible consumption of beverage alcohol. To enable parents who choose to prevent their children from accessing internet websites without their supervision, DISCUS will provide those parents and the manufacturers of parental control software upon request the website address of each member company so that the parent or manufacturer can use this information.

As the managing Members are parents of young children we understand how important it is to educate our kids on legal and responsible drinking.

As any issue arises regarding manufacturers and parents of parental control software our web site information.

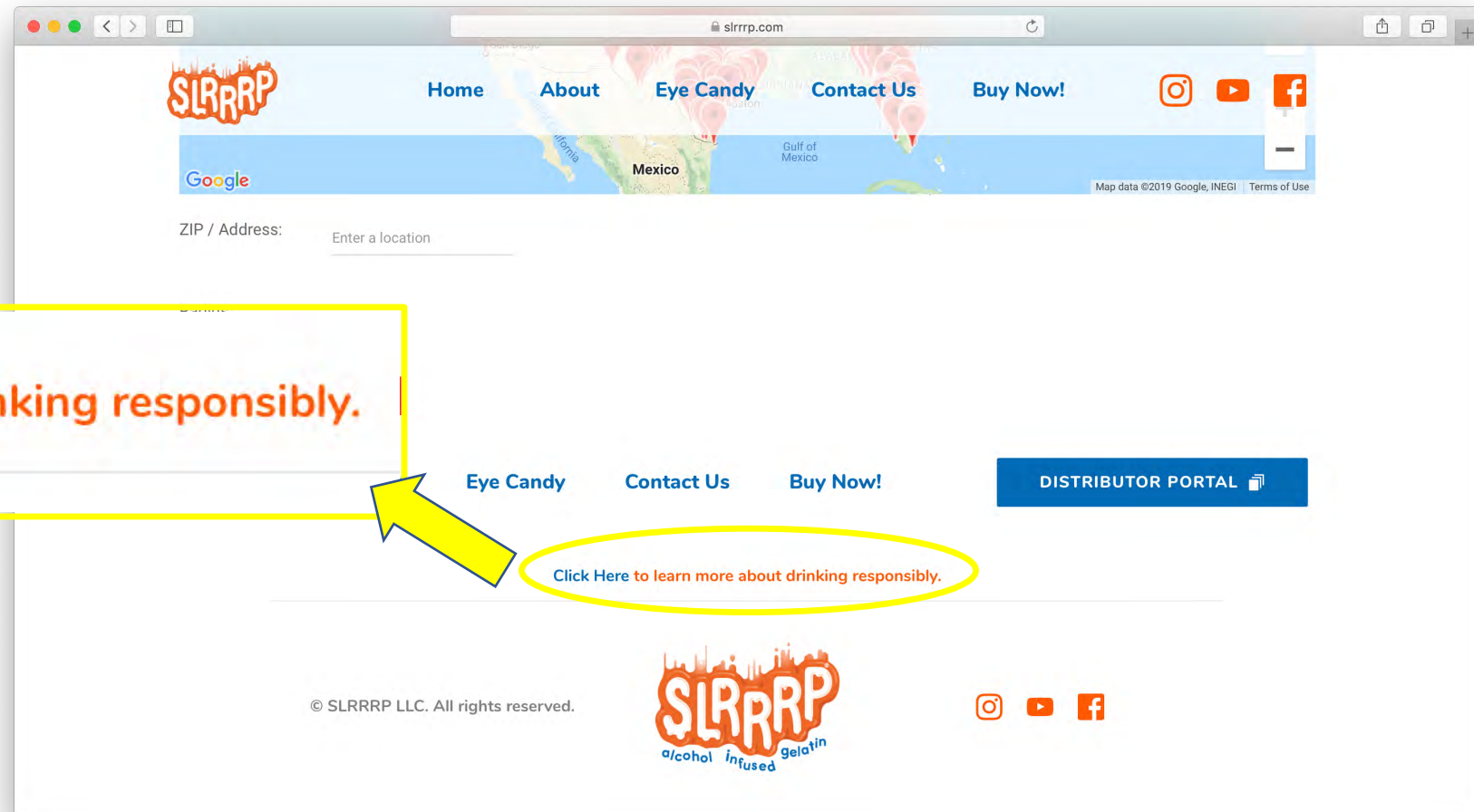
Responsible Content

Adult Audiences/Underage Persons 12

Websites

Each DISCUS member-controlled website with advertising or marketing materials should provide a link to a responsible decision-making site.

Please see the footer on our web page for links to responsibility:



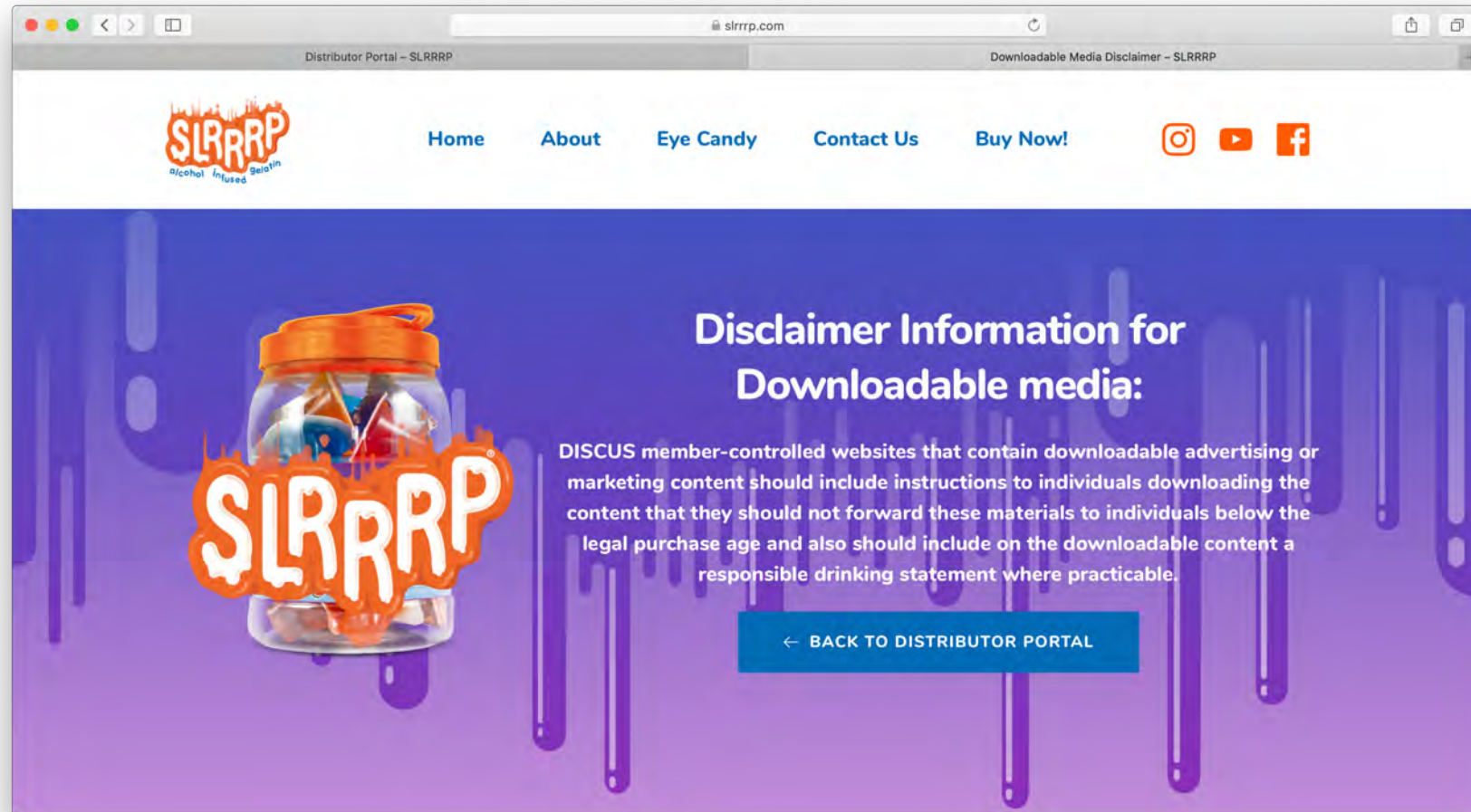
Responsible Content

Adult Audiences/Underage Persons 13

Websites

DISCUS member-controlled websites that contain downloadable advertising or marketing content should include instructions to individuals downloading the content that they should not forward these materials to individuals below the legal purchase age and also should include on the downloadable content a responsible drinking statement where practicable.

Web Site disclaimer:



Responsible Content

Adult Audiences/Underage Persons 14

Social Responsibility

Beverage alcohol advertising and marketing materials should portray beverage alcohol products and drinkers in a responsible manner. Beverage alcohol products and drinkers may be portrayed as part of responsible personal and social experiences and activities, such as the depiction of persons in a social or romantic setting, persons who appear to be attractive or affluent, and persons who appear to be relaxing or in an enjoyable setting.

SLRRRP has advertised products and drinkers in a responsible Manner. The majority of our advertising is product based. Please feel free to visit our social media @slrrrp on Facebook and Instagram.

Responsible Content

Adult Audiences/Underage Persons 15

Social Responsibility

Beverage alcohol advertising and marketing materials should not depict situations where beverage alcohol is being consumed excessively or in an irresponsible manner. These materials should not portray persons in a state of intoxication or in any way suggest that intoxication is socially acceptable conduct, and they should not promote the intoxicating effects of beverage alcohol consumption.

SLRRRP has made sure to not depict excessive consumption or irresponsible consumption.

Responsible Content

Adult Audiences/Underage Persons 16

Social Responsibility

Beverage alcohol advertising and marketing materials should not contain any curative or therapeutic claim except as permitted by law.

SLRRRP has made no claims of curative or therapeutic benefits.

Responsible Content

Adult Audiences/Underage Persons 17

Social Responsibility

Beverage alcohol advertising and marketing materials should contain no claims or representations that individuals can attain social, professional, educational, or athletic success or status as a result of beverage alcohol consumption.

SLRRRP has made no claims or representations of attaining social, professional, educational, or athletic Status.

Responsible Content

Adult Audiences/Underage Persons 18

Social Responsibility

Beverage alcohol products should not be advertised or marketed in any manner associated with abusive or violent relationships or situations.

SLRRRP does not advertised or marketed any materials that portray abusive or violent relationships

Responsible Content

Adult Audiences/Underage Persons 19

Social Responsibility

Beverage alcohol advertising and marketing materials should not imply illegal activity of any kind.

Dales Pale Ale is currently for sale in Iowa and advertises Marijuana use on the can.

SLRRRP does not advertise or market and materials implying illegal activity of any kind.



Responsible Content

Adult Audiences/Underage Persons 20

Social Responsibility

Beverage alcohol advertising and marketing materials should not portray beverage alcohol being consumed by a person who is engaged in, or is immediately about to engage in, any activity that requires a high degree of alertness or physical coordination.

SLRRRP does not advertise or market materials portraying persons engaged in or immediately about to engage in any activity that require a high degree of alertness or physical coordination.

Responsible Content

Adult Audiences/Underage Persons 21

Social Responsibility

Beverage alcohol advertising and marketing materials should not be associated with anti-social or dangerous behavior.

SLRRRP does not advertise or market materials associated with anti-social or dangerous behavior.

Responsible Content

Adult Audiences/Underage Persons 22

Social Responsibility

Driving while intoxicated is against the law. Beverage alcohol advertising and marketing materials should not portray, encourage or condone driving any motor vehicle while intoxicated.

SLRRRP doe not advertised or marketed any materials engaging in or condoning driving a motor vehicle while intoxicated.

Responsible Content

Adult Audiences/Underage Persons 23

Social Responsibility

Beverage alcohol advertising and marketing materials should reflect generally accepted contemporary standards of good taste.

SLRRRP advertises and markets materials the generally reflect accepted contemporary standards of good taste.

Responsible Content

Adult Audiences/Underage Persons 24

Social Responsibility

Beverage alcohol advertising and marketing materials should not degrade the image, form, or status of women, men, or of any ethnic, minority, sexually-oriented, religious, or other group.

SLRRRP's advertising and Marketing Materials do not degrade image, form, or status of women, men, ethnicity, minorities, sexual orientation, religion, or any other group.

Responsible Content

Adult Audiences/Underage Persons 25

Social Responsibility

Beverage alcohol advertising and marketing materials should not contain any lewd or indecent images or language.

SLRRRP's advertising and marketing materials do not contain any lewd or indecent images or language.

Responsible Content

Adult Audiences/Underage Persons 26

Social Responsibility

Beverage alcohol advertising and marketing materials should not employ religion or religious themes.

SLRRRP's advertising and marketing materials do not employ religion or religious themes

Currently sold in Iowa – Fireball whiskey: “Tastes like Heaven, burns like Hell.”



Responsible Content

Adult Audiences/Underage Persons 27

Social Responsibility

Beverage alcohol advertising and marketing materials may depict affection or other amorous gestures or other attributes associated with sociability and friendship. While a brand preference may be portrayed as a mark of good taste and discernment, beverage alcohol advertising and marketing materials should not rely upon sexual prowess or sexual success as a selling point for the brand. Accordingly, advertising and marketing materials should not contain or depict:

- graphic or gratuitous nudity;
- overt sexual activity;
- promiscuity; or
- sexually lewd or indecent images or language.

SLRRRP's advertising and marketing materials do not contain; graphic or gratuitous nudity, overt sexual activity, promiscuity, or sexually lewd or indecent images or language.

Responsible Content

Adult Audiences/Underage Persons 28

Social Responsibility

On-premise promotions sponsored by DISCUS members should encourage responsible consumption by those adults who choose to drink and discourage activities, including those drinking games, that reward or encourage excessive/abusive consumption.

On-premise promotions encourage responsible consumption

Responsible Content

Adult Audiences/Underage Persons 29

Social Responsibility

Where supplier sampling is permitted, DISCUS members should ensure that appropriate measures are employed to safeguard against underage drinking, including ensuring that individuals conducting the sampling on behalf of the supplier are of legal purchase age.

SLRRRP hires 3rd party sampling companies who are knowledgeable and adhere with each states individual laws and regulations

Responsible Content

Adult Audiences/Underage Persons 30

Social Responsibility

DISCUS members should not promote or encourage any drinking in conjunction with reckless and/or irresponsible behavior at an on-premise promotion sponsored by DISCUS members.

SLRRRP does not promote or encourage any drinking in conjunction with reckless and/or irresponsible behavior.

Responsible Content

Adult Audiences/Underage Persons 31

Social Responsibility

Beverage alcohol advertising and marketing materials should not use the term “spring break” or sponsor events or activities that use the term “spring break” except if those events or activities are located at a licensed retail establishment.

SLRRRP does not advertise or market materials using the term spring break outside of licensed retail establishments.

Responsible Content

Adult Audiences/Underage Persons 32 (A)

Product Placement

Movies, television programs, music videos, and video games frequently may portray the consumption of beverage alcohol products and related signage in their productions. For those DISCUS members who seek placement opportunities, product placements will be guided by the following principles:

- A. Case-by-case assessment: DISCUS members should approve or reject a product placement on a case-by-case basis based upon the information about the movie, television program, music video, or video game available at the time provided by the project's producers.

SLRRRP has not advertised in any Movies, Television, music videos, or video games. If and when we do we will follow all of the DISCUS guidelines.

Responsible Content

Adult Audiences/Underage Persons 32 (B)

Product Placement

Movies, television programs, music videos, and video games frequently may portray the consumption of beverage alcohol products and related signage in their productions. For those DISCUS members who seek placement opportunities, product placements will be guided by the following principles:

- B. Portrayal of drinking and driving: Driving while intoxicated is against the law and beverage alcohol advertising and marketing materials should not portray, encourage or condone driving any motor vehicle while intoxicated. DISCUS members should not approve a product placement where the characters engage in illegal or irresponsible consumption of their products in connection with driving.

SLRRRP has not advertised in any Movies, Television, music videos, or video games. If and when we do we will follow all of the DISCUS guidelines.

Responsible Content

Adult Audiences/Underage Persons 32 (C)

Product Placement

Movies, television programs, music videos, and video games frequently may portray the consumption of beverage alcohol products and related signage in their productions. For those DISCUS members who seek placement opportunities, product placements will be guided by the following principles:

- C. Underage drinking: DISCUS members strongly oppose underage drinking. DISCUS members should not approve a product placement which portrays the purchase or consumption of their products by persons who are below the legal purchase age.

SLRRRP has not advertised in any Movies, Television, music videos, or video games. If and when we do we will follow all of the DISCUS guidelines.

Responsible Content

Adult Audiences/Underage Persons 32 (D)

Product Placement

Movies, television programs, music videos, and video games frequently may portray the consumption of beverage alcohol products and related signage in their productions. For those DISCUS members who seek placement opportunities, product placements will be guided by the following principles:

- D. Primary appeal to persons below the legal purchase age: DISCUS members should not approve a product placement where the primary theme(s), because of its content or presentation, is especially attractive to persons below the legal purchase age beyond the general attractiveness such theme(s) has for persons of legal purchase age.

SLRRRP has not advertised in any Movies, Television, music videos, or video games. If and when we do we will follow all of the DISCUS guidelines.

Responsible Content

Adult Audiences/Underage Persons 32 (E)

Product Placement

Movies, television programs, music videos, and video games frequently may portray the consumption of beverage alcohol products and related signage in their productions. For those DISCUS members who seek placement opportunities, product placements will be guided by the following principles:

- E. Portraying alcoholism/alcohol abuse: DISCUS members should not approve a product placement where characters use their products irresponsibly or abusively or where alcoholism is portrayed, unless the depiction supports a responsible-consumption message.

SLRRRP has not advertised in any Movies, Television, music videos, or video games. If and when we do we will follow all of the DISCUS guidelines.

Responsible Content

Adult Audiences/Underage Persons 32 (F)

Product Placement

Movies, television programs, music videos, and video games frequently may portray the consumption of beverage alcohol products and related signage in their productions. For those DISCUS members who seek placement opportunities, product placements will be guided by the following principles:

- F. Measured media: DISCUS members should not request or approve a product placement in any measured media unless the placement is consistent with the responsible placement provisions of the Code.

SLRRRP has not advertised in any Movies, Television, music videos, or video games. If and when we do we will follow all of the DISCUS guidelines.

Responsible Content

Adult Audiences/Underage Persons 33

Alcohol Content

Beverage alcohol advertising and marketing materials should not refer to the alcohol content of a beverage alcohol product except in a straightforward and factual manner or promote the potency of a beverage alcohol product.

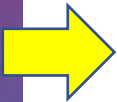
SLRRRP's advertising and Marketing materials refer to the alcohol content in a straightforward manner.

Responsible Content

Adult Audiences/Underage Persons 34

Social Responsibility Statements

Responsible drinking statements should be included in beverage alcohol advertising, marketing materials and promotional events where practicable.



“Vodka” Messaging – Re-enforcing Alcohol in product – Top left

“Not for Kid” messaging – Top Left

“Must be 21 to SLRRRP” – Top Left

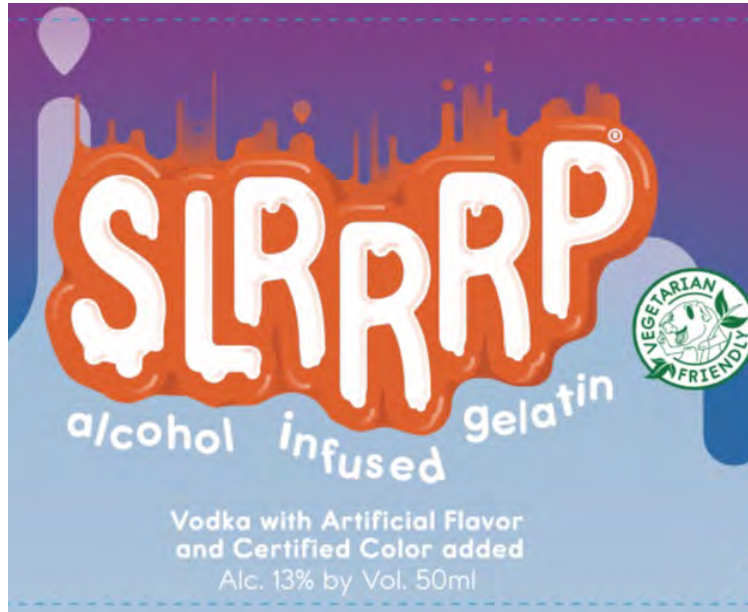


Responsible Content

Adult Audiences/Underage Persons 34

Social Responsibility Statements

Responsible drinking statements should be included in beverage alcohol advertising, marketing materials and promotional events where practicable.



GOVERNMENT WARNING:

(1) According to the Surgeon General, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects.

(2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems.

GOVERNMENT WARNING:

(1) According to the Surgeon General, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects.

(2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems.



We have this cold, please ask.

UV Blue Raspberry Vodka Pre-Mix Cocktails To Go 4pk ~~Reg \$9.99~~ **\$8.49** Each *CLOSE OUT*

Seagrams Wine Cooler 4pk **\$4.99** Each

\$8.99
6 Pack Bottles

Cayman Jack Margarita 6pk Bottles **\$8.99**



Truly 6pk Cans ~~\$8.99~~ **\$8.49** Ea

Truly 12pk Sampler Pack Cans **\$15.99**

Truly Berry 12pk Cans **\$15.99** Each

\$8.99
6 pk Cans

WHITE CLAW RUBY GRAPEFRUIT 4pk Cans **\$8.99**

White Claw 12pk Cans **\$15.99** Each

4000 Spirit Cane Cider **\$11.99** Each

\$11.99 Each

\$11.99 Each

\$11.99 Each

\$7.99 Each

Club Cocktails Single Cans **\$1.59** Each

Grain Belt Blue 12pk Cans **\$14.99** Each





DISPLAY ONLY

PLEASE ASK FOR

DISPLAY ONLY

PLEASE ASK FOR

MR & MRS T
WHISKEY SOUR
1.0L \$2.99

Fee Brothers
Sweet-Tart
Bar Sour Mix
\$7.99 Each

Woodford Reserve
Bourbon Cherries
11oz. \$14.99

Our Family
Maraschino
\$2.99





↑ 24 mi

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67,833 views

voodooranger Liquid Paradise, it was a hell of a run. But Juicy IPA is officially here. Experience devilishly juicy notes of citrus and pineapple with the newest chapter of the Voodoo Ranger Rotating IPA Series. On shelves now.

[View all 66 comments](#)



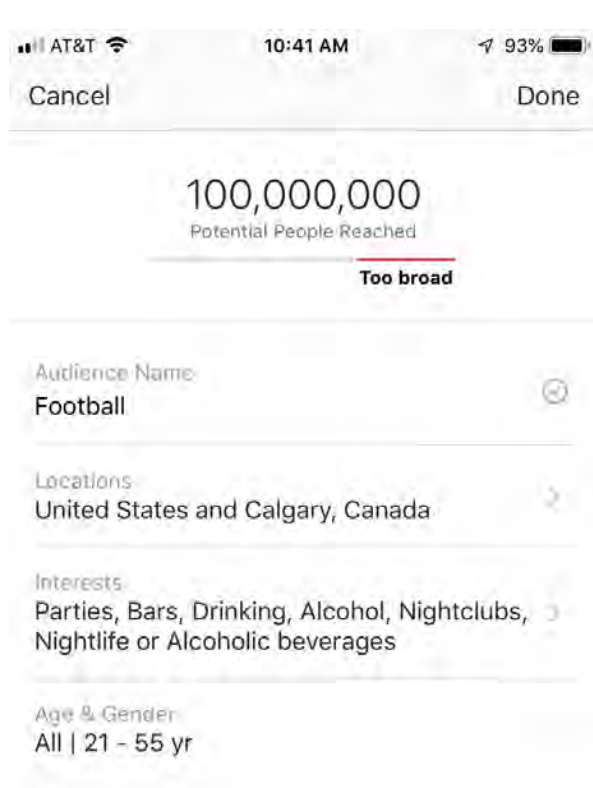
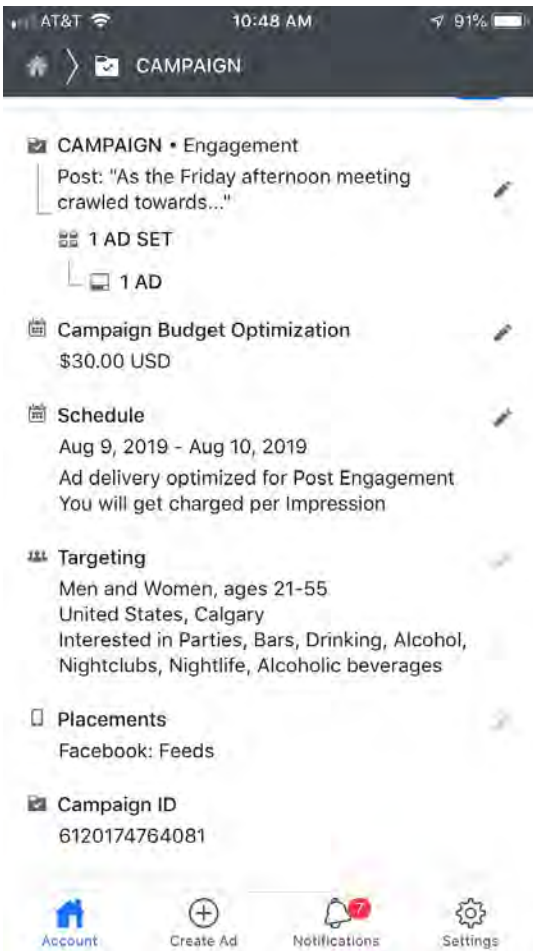




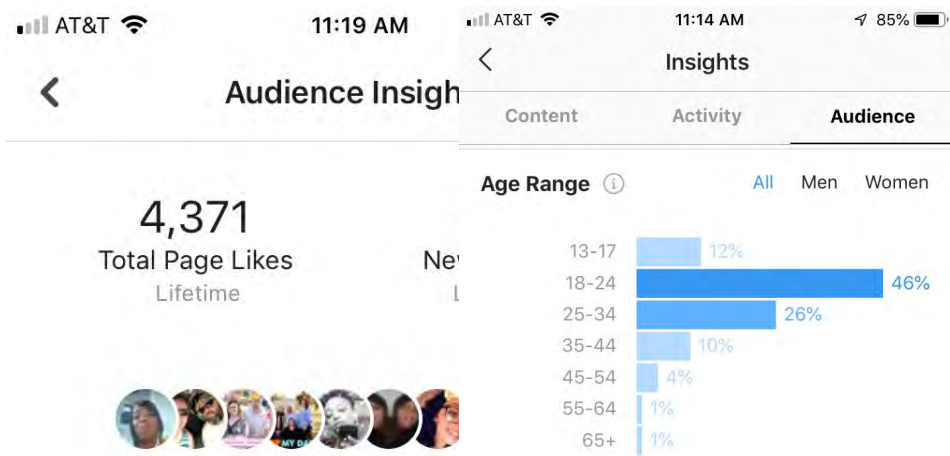
**WEED LIKE TO WISH YOU
HAPPY HOLIDAYS FROM COLORADO**







Casey's - Altoona

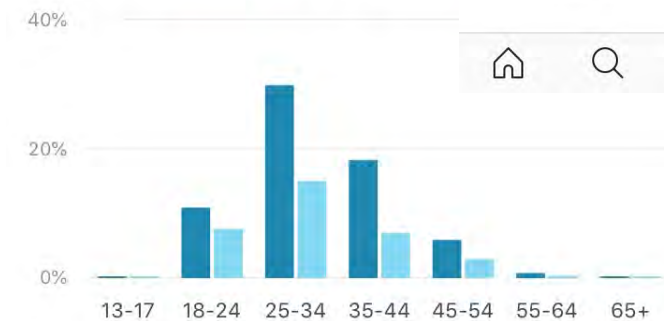


Starr Pearl South Memphis, Marie V and 4.4K other people like your Page

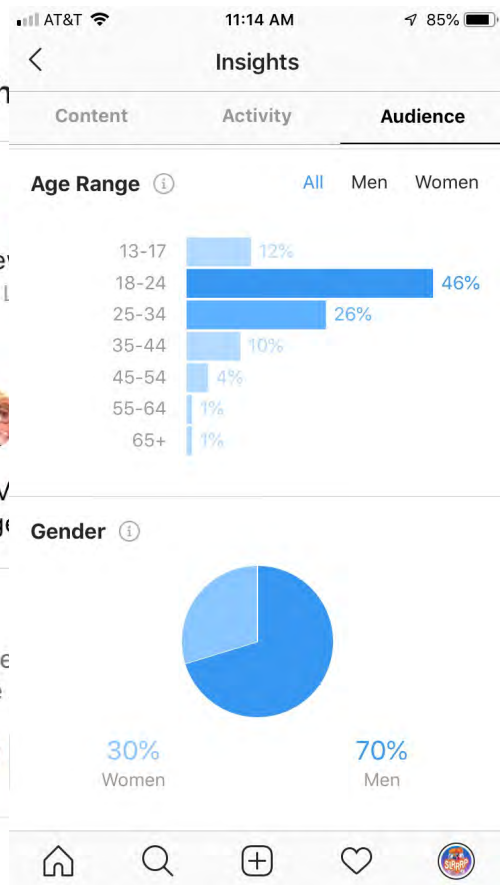
Age and Gender

People who like your Page are in the gender groups. These numbers are

2.9k (66%) **Women** 1.4k (33%)



Top Locations



AT&T 10:48 AM

CAMPAIGN

CAMPAIGN • Engagement

Post: "As the Friday afternoon meeting crawled towards..."

1 AD SET

1 AD

Campaign Budget Optimization

\$30.00 USD

Schedule

Aug 9, 2019 - Aug 10, 2019

Ad delivery optimized for Post Engagement

You will get charged per Impression

Targeting

Men and Women, ages 21-55

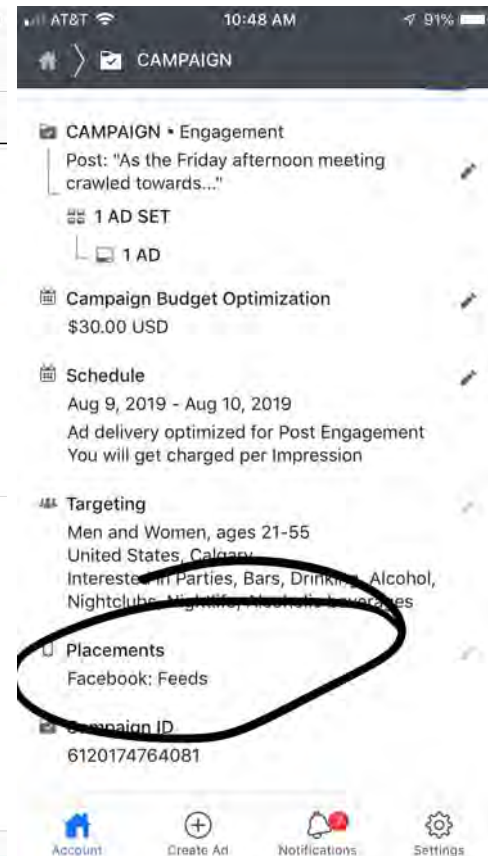
United States, Calgary

Interested in Parties, Bars, Drinking, Alcohol, Nightclubs, Nightlife, Alcoholic beverages

Placements

Facebook: Feeds

Campaign ID: 6120174764081



AT&T 10:51 AM

Comparison

Instagram Post: As the Friday afternoon meeti...

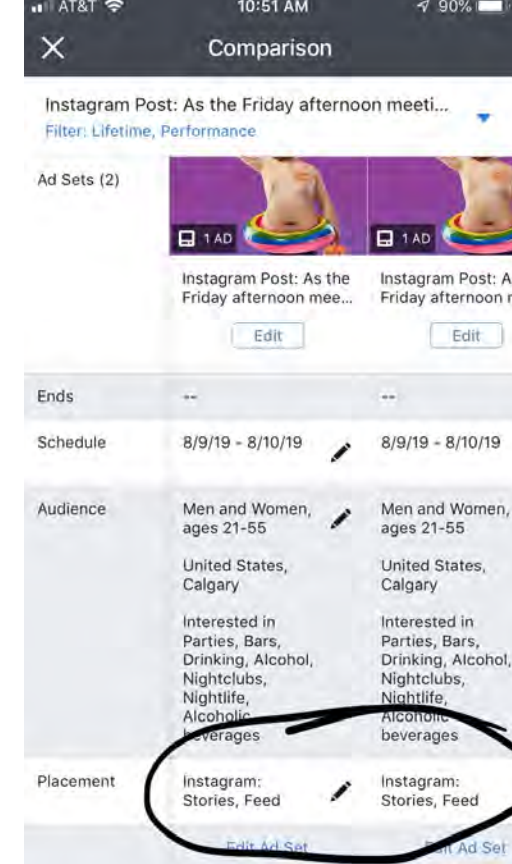
Filter: Lifetime, Performance

Ad Sets (2)

Instagram Post: As the Friday afternoon mee... Edit

Instagram Post: As the Friday afternoon m... Edit

Ends	--	--
Schedule	8/9/19 - 8/10/19	8/9/19 - 8/10/19
Audience	Men and Women, ages 21-55 United States, Calgary Interested in Parties, Bars, Drinking, Alcohol, Nightclubs, Nightlife, Alcoholic beverages	Men and Women, ages 21-55 United States, Calgary Interested in Parties, Bars, Drinking, Alcohol, Nightclubs, Nightlife, Alcoholic beverages
Placement	Instagram: Stories, Feed	Instagram: Stories, Feed



MENU

Home → Svedka Vodka Mango Pineapple



Contact us

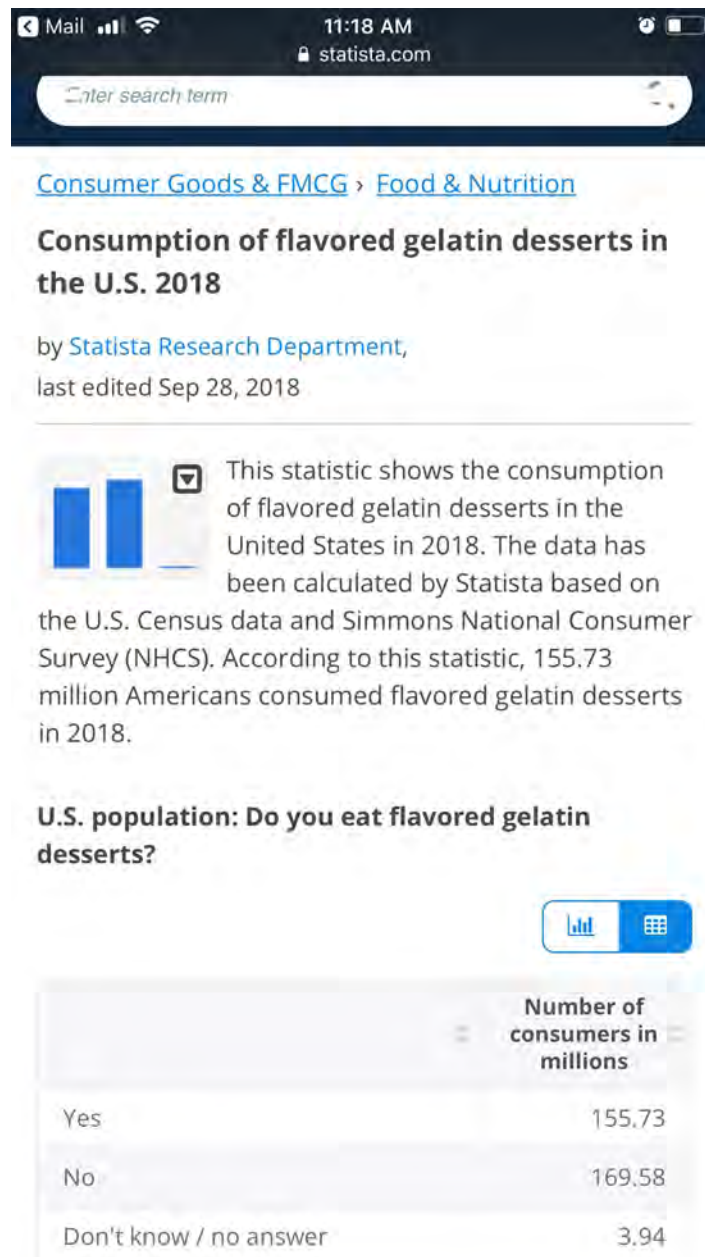
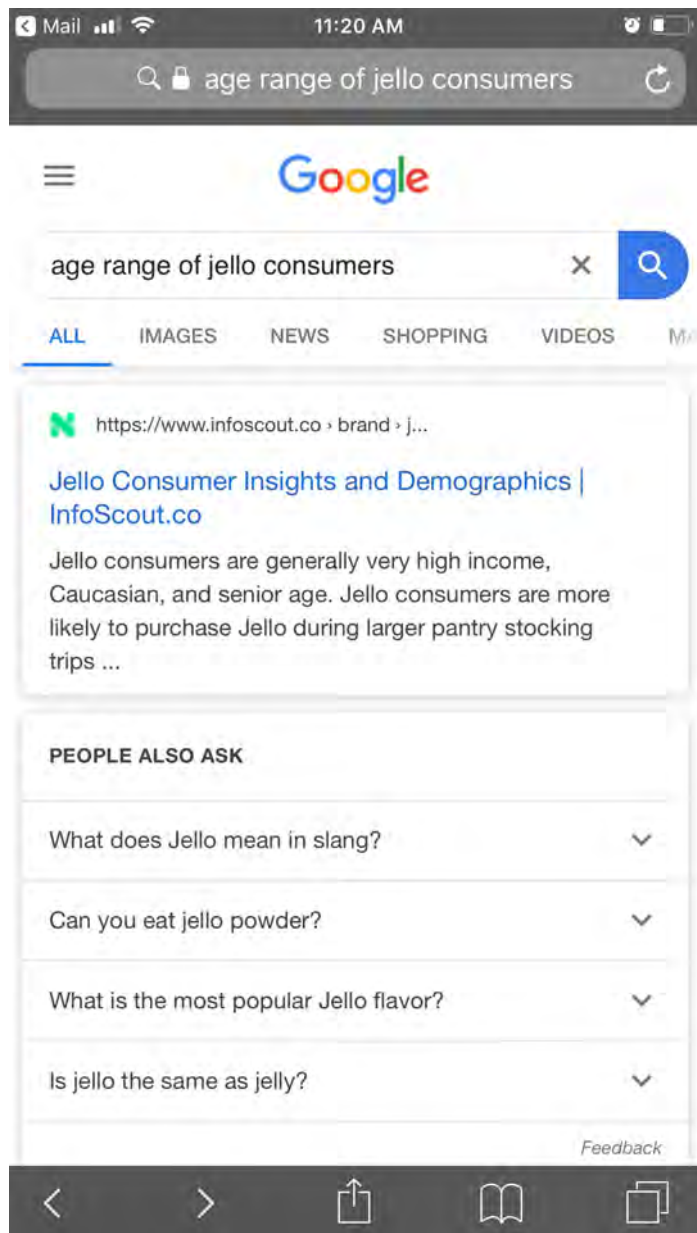


wine-searcher.com™

Wine Searcher



Absolut Rainbow Colors 'Pride' Limited



[Consumer Goods & FMCG](#) > [Food & Nutrition](#)

Consumption of flavored gelatin desserts in the U.S. 2018

by [Statista Research Department](#),
last edited Sep 28, 2018

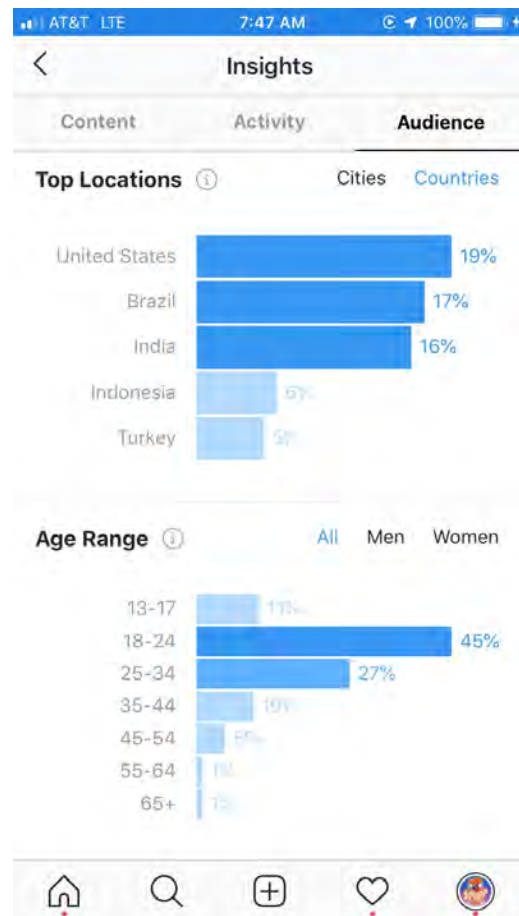


This statistic shows the consumption of flavored gelatin desserts in the United States in 2018. The data has been calculated by Statista based on the U.S. Census data and Simmons National Consumer Survey (NHCS). According to this statistic, 155.73 million Americans consumed flavored gelatin desserts in 2018.

U.S. population: Do you eat flavored gelatin desserts?



	Number of consumers in millions
Yes	155.73
No	169.58
Don't know / no answer	3.94





Kim Reynolds *Governor of Iowa*
Adam Gregg *Lieutenant Governor*
Stephen Larson *Administrator*

MEMORANDUM

To: The Iowa Alcoholic Beverages Commission
From: Nicole Scebold, Products Manager
Date: June 17, 2019
Re: Listing Appeal – SLRRRP – Statement of Case

On March 18, 2019, Slurp LLC (Supplier) submitted a permanent listing request to the Iowa Alcoholic Beverages Division (ABD) for SLRRRP (Attachment A). The product is a 50mL pre-packaged gelatin shot infused with flavored vodka. The listing request was for a 20-pack tub with a wholesale price of \$16.01. On March 19, 2019, the Supplier submitted a second listing request to ABD for a 3-pack of SLRRRP with a wholesale price of \$3.08 (Attachment B).

On March 20, 2019, ABD Products Manager Nicole Scebold sent a letter to the Supplier denying the listing requests (Attachment C). The reason for denial was that the product and its packaging did not meet ABD's social responsibility guidelines as outlined in the ABD listing manual.

On April 5, 2019, the Supplier appealed the listing denials to ABD Administrator Stephen Larson (Attachment D). On May 17, 2019, the Administrator's designee, Stephanie Strauss, sent a letter to the Supplier affirming Ms. Scebold's denial of the listing requests (Attachment E).

On May 28, 2019, the Supplier appealed the Administrator's denial of the listing requests (Attachment F).

Pursuant to the ABD listing manual, this matter now comes before the Commission to determine, at its discretion, whether to hear the Supplier's appeal. If the Commission chooses to hear the appeal, it will be heard at the next scheduled Commission meeting or in a special meeting called by the Commission Chair, the Administrator, or at least three members of the Commission. If the Commission chooses not to hear the appeal, the Administrator's decision is affirmed and no further action may be taken by the Supplier.



Product Quote Details

[back to quotes](#)

Quote #11494
 Quote Type: New Product
 Status: Rejected

Date submitted:	03/18/2019
* Date effective:	05/01/2019
* NABCA code:	100758
Line extension:	<input type="checkbox"/>
** Code extended:	
Submitted by:	Edward Farley
Vendor name:	Slurp LLC
* Product name:	SLRRRP
* Verbose description: <i>This should describe the product to the customers.</i>	50ml Flavored Vodka packaged in a jar/tub of 20 (1 liter item available to purchase) Vegan/Fat Free 13% alcohol by volume Packaged 20 shots per tub, 6 tubs per case
* Listing type:	Permanent
* Availability:	Unlimited
** Allocated cases:	0
* Lead Time:	7 (Business Days)
* Category:	Imported Distilled Spirits Specialty
** Class:	
* Origin:	Import
Age:	0
* Proof:	26
* Primary ship point (city):	Long Beach
* Primary ship point (state):	California
* FOB point:	Ankeny
* Bottle size:	50
** Bottle size (other):	
* Pack/case size: <i>Note: Minis are "sleeves" per case and not individual bottles</i>	6
* Bottles per primary: <i>More than 1 bottle per primary?</i>	<input checked="" type="radio"/> Yes <input type="radio"/> No
** Quantity per primary:	20
* Bottle deposit:	No
** Deposit located:	Mini-Exempt
* UPC code: <i>12 or 13 digits</i>	0796752228518
* SCC code: <i>14 digits</i>	10796752229192
* Cases per pallet:	80
* Cases per layer:	10
* Case Weight (lbs):	17.00
* Case Length (inches):	17.50
* Case Width (inches):	11.50
* Case Height (inches):	8.75
* Pallet Weight (lbs):	1360.00

* Pallet Length (inches):	40.00
* Pallet Width (inches):	40.00
* Pallet Height (inches):	76.00 (Measured from the floor)
* Bottle Length (inches):	5.25
* Bottle Width (inches):	5.25
* Bottle Height (inches):	8.00
* Wholesale Current Cost per case (\$):	64.02
Supplier FOB cost	
Calculated Wholesale cost per selling unit (\$):	10.67
Wholesale price per selling unit (\$):	16.01

Images:



100758.2.jpg



100758.3.png

Iowa Marketing (Total \$ Annually): 35,000.00

National Marketing (Total \$ Annually): 500,000.00

Iowa Samples (Total \$ Annually): 500.00

TPR/Quantity Discount Plans (Total \$ Annually):

National Account Commitments (Total Cases Annually): 4500

Iowa Broker: Johnson Brothers

Is this a brand new product that has never been sold or distributed?: ☐ Yes ☒ No

Control:

-AL:

-ID:

-ME:

-MD:

-MI:

-MS:

-MT:

-NH:

	-NC:	-OH: 1
	-OR: 1	-PA: 1
	-UT:	-VT:
	-VA:	-WV:
	-WY:	
Bordering:	-IL:	-KS: 1
	-MN: 1	-MO: 1
	-NE:	-MS:
	-WI: 1	
** 1st Year Case Goal:	1000	
** Initial Distribution:	250	
Special Order Dollar Sales:	0	
For advertising information in Iowa Spirits magazine Steve Beyer, President LeisureMedia360 847-532-4044 cell sbeyer@leisuremedia360.com		
* Status:	Rejected ▾	
Note:	<div></div>	
Visibility	<input type="radio"/> Visible <input checked="" type="radio"/> Hidden	
<i>Note visible to vendors?</i>		
	Submit	
	Back	

* = Required

** = Conditional

Notes

Nicole Scebold:	Does not meet social responsibility guidelines.
<i>visible - 03/20/2019 11:11am</i>	edit



6X

DISTILLED
VODKA
not for sale



SLRRRP

20

PACK



alcohol infused gelatin



five
flavors

Vodka with Artificial Flavors
and Certified Color added.
All Ery by V&S LLC



Product Quote Details

[back to quotes](#)

Quote #11500
 Quote Type: New Product
 Status: Rejected

Date submitted:	03/19/2019
* Date effective:	05/01/2019
* NABCA code:	100757
Line extension:	<input type="checkbox"/>
** Code extended:	
Submitted by:	Edward Farley
Vendor name:	Slurp LLC
* Product name:	SLRRRP (3-50ml Stacked)
* Verbose description: <i>This should describe the product to the customers.</i>	Packaged 50ml flavored Vodka. 3 in a pack/tube 13% alcohol by volume Vegan/Fat F
* Listing type:	Permanent
* Availability:	Unlimited
** Allocated cases:	0
* Lead Time:	7 (Business Days)
* Category:	Imported Distilled Spirits Specialty
** Class:	Temporary & Specialty Packages
* Origin:	Import
Age:	0
* Proof:	26
* Primary ship point (city):	Long Beach
* Primary ship point (state):	California
* FOB point:	Ankeny
* Bottle size:	50
** Bottle size (other):	
* Pack/case size: <i>Note: Minis are "sleeves" per case and not individual bottles</i>	40
* Bottles per primary: <i>More than 1 bottle per primary?</i>	<input checked="" type="radio"/> Yes <input type="radio"/> No
** Quantity per primary:	3
* Bottle deposit:	No
** Deposit located:	Mini-Exempt
* UPC code: <i>12 or 13 digits</i>	860046001429
* SCC code: <i>14 digits</i>	10860046001426
* Cases per pallet:	90
* Cases per layer:	10
* Case Weight (lbs):	16.40
* Case Length (inches):	19.25
* Case Width (inches):	12.35
* Case Height (inches):	7.00
* Pallet Weight (lbs):	1476.00

* Pallet Length (inches):	48.00
* Pallet Width (inches):	40.00
* Pallet Height (inches):	68.00 (Measured from the floor)
* Bottle Length (inches):	6.00
* Bottle Width (inches):	2.25
* Bottle Height (inches):	6.00
* Wholesale Current Cost per case (\$):	82.00
Supplier FOB cost	
Calculated Wholesale cost per selling unit (\$):	2.05
Wholesale price per selling unit (\$):	3.08

Images:



100757.1.jpg



100757.2.png

Iowa Marketing (Total \$ Annually):	35,000.00
National Marketing (Total \$ Annually):	250,000.00
Iowa Samples (Total \$ Annually):	500.00
TPR/Quantity Discount Plans (Total \$ Annually):	
National Account Commitments (Total Cases Annually):	
Iowa Broker:	Johnson Brothers
Is this a brand new product that has never been sold or distributed?:	<input checked="" type="radio"/> Yes <input type="radio"/> No

** 1st Year Case Goal:	1000
** Initial Distribution:	250
Special Order Dollar Sales:	0
For advertising information in Iowa Spirits magazine Steve Beyer, President LeisureMedia360 847-532-4044 cell sbeyer@leisuremedia360.com	
* Status:	Rejected ▾
Note:	<div></div>
Visibility <i>Note visible to vendors?</i>	<input type="radio"/> Visible <input checked="" type="radio"/> Hidden
	Submit
	Back

* = Required

** = Conditional

Notes

Nicole Scebold: <i>visible - 03/20/2019 11:10am</i>	Does not meet social responsibility guidelines. edit
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Attachment C

Kim Reynolds *Governor of Iowa*
Adam Gregg *Lieutenant Governor*
Stephen Larson *Administrator*

March 20, 2019

Edward Farley
Slurp LLC
Via Email

Dear Mr. Farley,

On behalf of the Iowa Alcoholic Beverages Division, I regret to inform you that the following products will not be listed in Iowa at this time.

CODE	DESCRIPTION	SIZE
100757	Slrrrp (3-50ml Stacked)	0.150
100758	Slrrrp (20-50ml Tub)	1.000

If you have any further questions on the products above, please contact me at Scebold@IowaABD.com.

Sincerely,

Nicole Scebold
Products Manager
Scebold@IowaABD.com

CC: Scott Oeltjenbruns
Stephen Larson, Administrator, ABD
Herb Sutton, Manager-Business Operations, ABD
Jodi Christensen, Product Management, ABD



Scebold, Nicole <scebold@iowaabd.com>

SLRRRP Follow Up

Larson, Steve <larson@iowaabd.com>

Sat, Apr 6, 2019 at 7:42 AM

To: "Ackerson, Tyler [ABD]" <ackerson@iowaabd.com>, "Bertram, Leisa [ABD]" <bertram@iowaabd.com>, "Carpenter, Erin" <verduyn@iowaabd.com>, Herb Sutton <sutton@iowaabd.com>, Jodi Christensen <christensen@iowaabd.com>, Joshua Happe <happe@iowaabd.com>, "Nicole [ABD] Hartman" <scebold@iowaabd.com>, "Strauss, Stephanie" <strauss@iowaabd.com>

See below

Stephanie will lead this next stage

----- Forwarded message -----

From: **Stephen Houck** <shouck@slrrrp.com>

Date: Fri, Apr 5, 2019 at 4:30 PM

Subject: Fwd: SLRRRP Follow Up

To: <Larson@iowaabd.com>

Hello Mr. Larson,

We would like to Appeal the ABD decision not to allow Distribuon of SLRRRP in low a.

I have had some me t o review the document. In reviewing the document, I have not found any line discussing "Packaging" nor anything stang an issues with "Alc ohol Infused Gelan."

With Half of our team coming from working in the beer industry we are very well versed in the DISCUS code and we have followed its guide lined with relaon t o building our brand and adversing c ampaign.

I have a ached a le er that addresses the specific issues that may be in queson. If y ou would like any further documentaon please le t me know and we will be happy to provide it to you.

Thank you for your me and c onsideraon

Thanks in Advance,

--

Stephen Houck

Chief Executive Officer | SLRRRP

303.886.8525

www.slrrrp.com



--

Stephen Larson | Administrator

Iowa Alcoholic Beverages Division • 1918 SE Hulsizer Road • Ankeny • Iowa • 50021

[p] 515.281.7402 • [f] 515.281.7375 • [e] larson@iowaabd.com



To Whom it may Concern,

I would like to introduce myself, my name is Stephen Taft Houck Jr. I am the CEO of SLRRRP alcohol infused gelatin shots. I am a father to 3 beautiful little girls; Kalayah (8), Taft (5), & Jaelah (2), I am a Columbine survivor and founder of a survivor's charity (the Rebels Project). I have grown up in the alcohol industry (my mother worked at Coors Brewery for 33 years) and I have spent my professional career in the business (20+ years). I am a business professional. I am part of my community and I understand the issues and concerns around alcohol.

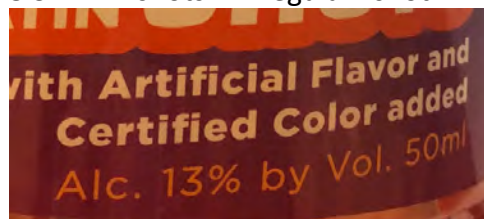
I am an entrepreneur, I left my job to come and work with my partners to start a brand that is first and foremost responsible. We have spent two and half years in the development and sells of SLRRRP. Coming from an alcohol background one of the largest considerations we took was how will we be viewed by the public and who is our demographic?

We are a fun brand, my partners and I left very corporate jobs to take a risk starting our own company. One of the other key driving factors in SLRRRP is Fun. With responsibility being or key factor in the business we also decided that we wanted to have fun while doing this. We love packaging and colors. We have tested it across all our demographics. With 82% of our potential business (according to IBIS Data research) are between the ages of 25-64. This is who we have geared our marketing toward.

As a gelatin Shot company we did our research on previous companies that have come and gone in this foot print. We take underage drinking very seriously as an organization. TTB has very strict requirements for its packaging but we felt that it was very important that we not just meet their expectations but exceed them. We created 21+ badging for all of our SLRRRP Jars as well as the "SLRRRP Responsibly," Icon. We have even included the "Not for Kids," phrase on the jar as well as the tap on the shot cup. I believe that it is also important to point out that we are only 13% ABV per 50ML shot. Most shots are 35-45% alcohol, making us approx. 1/3 the alcohol per shot.

Responsibility attributes of SLRRRP:

- 13% ABV per 50ML serving – most shots this size (Vodka, Whisky, Rum, or Tequila) are 35-40% ABV – this makes us 1/3 of the alcohol of the standard "shot." – Front Label
 - 3 SLRRRP shots = 1 regular "shot."





- “SLRRRP Responsibly” all of our Jars and display boxes feature the tagline SLRRRP responsibly. – Back label



-
- “You Must Be 21+ to SLRRRP” – Front Label



-
- Secondary Packaging – “Not for Kids”



-
- Primary Packaging – “Not for Kids”
 - All individual shots are sealed – we believe that this is a HUGE benefit to the public knowing that the alcohol has not been tampered with (No foreign materials in the cups).

















- All SLRRRP Jars are sealed.
 - This helps to reduce theft on an individual basis.



-
- Social Media and marketing:
 - Our Marketing Campaign features “Blanche,” a 70 something year old who enjoys having a good time responsibly.
 - Social media (Instagram & Facebook) we feature hashtags of #SLRRRPRESPONSIBLY and #21TOSLRRRP on all of our posts (please feel free to review: Instagram @slrrrp, facebook.com/slrrrp)
 - All of the people in our posts are 25 or older
 - Our web page has age verification to enter
- Our Team and Professional Back Ground:

 <p>Steve Houck Chief Executive Officer</p> <ul style="list-style-type: none"> • Top sales performer at Coors Distributing • International expansion for Oskar Blues • Expanded Stone Brewery distribution to over 30 countries 	 <p>Matt Vernon Chief Operating Officer</p> <ul style="list-style-type: none"> • Led US retail sales as VP of Coca-Cola • Relationships with 19 national customers • Responsible for 49mm annual case sales 	 <p>Ed Farley Co-Founder / Partner</p> <ul style="list-style-type: none"> • Financial / investment strategy • Development of food and beverage distribution firms • Founder of Ball, a new health drink 
 <p>Trent Killian Chief Marketing Officer</p> <ul style="list-style-type: none"> • 15 years of strategic marketing leadership • Led initiatives for MillerCoors, Bud Light, and Partida Tequila • Multiple award-winning campaigns 	 <p>Kelly Pickering Chief Creative Officer</p> <ul style="list-style-type: none"> • Strategic and innovative design leader • Creative lead for Coors and Miller • Experience with Coke, Oreo, & Oakley 	 <p>Jenna Reddick Business Development Director</p> <ul style="list-style-type: none"> • Wynn Hotel & Resorts veteran • Strong industry relationships in Las Vegas through event and on-premise experience 

THE TEAM

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We appreciate that this industry is very heavily regulated and for good reason. We have been fortunate enough to be partnered with an amazing distribution network in the Midwest with the Johnson Brothers team. We know that they take this issue very seriously as well.

We also believe that the precautions taken by on and off premise retailers to ID and monitor that the law is being up held is extremely important as well.

Please let us know what else we can do to help go above and beyond to help the State Alcohol board know that this product is for people of legal drink age.

We would love to schedule a meeting and introduce the product and marketing deck to you in person and answer any and all questions or concerns.

Thank you for your time and consideration,

A handwritten signature in black ink that reads 'Stephen Houck'. The signature is written in a cursive style and is positioned above a horizontal line.

Stephen Houck
Chief Executive Officer
303-886-8525





Attachment E

Kim Reynolds *Governor of Iowa*
Adam Gregg *Lieutenant Governor*
Stephen Larson *Administrator*

May 17, 2019

Stephen Houck
Chief Executive Officer/SLRRP
Via Email

Mr. Houck:

This letter is in response to your request to the Administrator for further review of the Iowa Alcoholic Beverages Division's (ABD) decision on March 20, 2019 to deny your request for permanent listing for the following products:

CODE	DESCRIPTION	SIZE
100757	Slrrrp (3-50ml Stacked)	0.150
100758	Slrrrp (20-50ml Tub)	1.000

On April 6, 2019, the Administrator granted your request for review. After reviewing all of the information provided, it is deemed this product does not meet the social responsibility guidelines ABD follows, specifically due to the packaging and product itself (alcohol infused gelatin). Therefore, the March 20, 2019 denial is affirmed.

The Administrator's decision may be appealed to the Alcoholic Beverages Commission. Your request for appeal to the Commission must be received in writing within 30 days of receiving this letter. The Commission has the discretion to grant or deny requests for appeal.

If you have any further questions on the products above, please contact me at Strauss@IowaABD.com.

Sincerely,

A handwritten signature in black ink that reads "Stephanie Strauss".

Stephanie Strauss
Administrator's Designee

CC: Scott Oeltjenbruns
Stephen Larson, Administrator, ABD
Herb Sutton, Manager-Business Operations, ABD
Jodi Christensen, Product Management, ABD
Nicole Scebold, Products Manager, ABD



Scebold, Nicole <scebold@iowaabd.com>

Fwd: SLRRRP - Appeal Decision

Strauss, Stephanie <strauss@iowaabd.com>

Tue, May 28, 2019 at 4:22 PM

To: "Larson, Steve" <larson@iowaabd.com>, "Ackerson, Tyler [ABD]" <ackerson@iowaabd.com>, Erin Carpenter <verduyn@iowaabd.com>, "Scebold, Nicole" <scebold@iowaabd.com>

And we have another appeal...

stephanie strauss | government relations

Iowa Alcoholic Beverages Division • 1918 SE Hulsizer Road • Ankeny • Iowa • 50021

[p] 515.281.7432 • [f] 515.281.7375 • [e] strauss@iowaabd.com • <https://abd.iowa.gov>

Please be advised that any opinions expressed in this email are informal and are only applicable to the factual situation referenced and to the statutes/rules/regulations in existence at the time of issuance. The information provided is meant only as guidance and should not be considered legal advice or a substitute for legal counsel. The Division could take a contrary position in the future to that stated in this email. Any oral or written opinion by Division personnel not pursuant to a Petition for Declaratory Order under 185 IAC Chapter 3 is not binding upon the Division. In any contested case that may arise alleging a violation, the burden of demonstrating compliance with the law rests on the license or permit holder, pursuant to 185--16.106.

----- Forwarded message -----

From: **Stephen Houck** <shouck@slrrrp.com>

Date: Tue, May 28, 2019 at 4:21 PM

Subject: Re: SLRRRP - Appeal Decision

To: Strauss, Stephanie <strauss@iowaabd.com>Cc: Edward Farley <efarley@slrrrp.com>, Matt Vernon <mvernon@slrrrp.com>

Hello Stephanie,

Thanks for the reply, We would like to officially appeal the decision. Please let me know if you need anything for formal than this email or if there is another form we need to fill out or anyone else we need to include in this appeal process.

Thanks in advance,

[Quoted text hidden]

--

Stephen Houck

Chief Executive Officer | SLRRRP

303.886.8525

www.slrrrp.com

Subject: FW: ABD Product Listing



Lindsey Sharpe <l.sharpe@rslipman.com>
to Lindsey Sharpe

Tue, Apr 30, 11:11 AM

You are viewing an attached message. State of Iowa Mail can't verify the authenticity of attached messages.

From: Catherine Johnson <Catherine.G.Johnson@walmart.com>

Sent: Wednesday, April 24, 2019 11:27 AM

To: Scott Halliburton <ScottH@5GSales.com>

Subject: RE: ABD Product Listing

We are very excited to launch the Heroes Vodka items in our stores across the country. Walmart has been investing in American jobs and proudly supports Veteran owned companies. We strongly believe that our customers will love this items.

In regards to placement in Iowa, effective on June 3, we will have the Heroes Vodka 1.75L in 57 stores and the Heroes Vodka 750ml in 47 stores. We have predominant placement within our sets for this brand and looking forward to introducing it to our Iowa customers.

In regards to replenishment, we prefer the products to have permanent placement with the state of Iowa. Our stores receive up to two deliveries per week and the permanent placement allows the orders to be filled on time and prevent out of stocks for our customers. Under the special order program, the state has a minimum case requirement before they will place the order and then the lead time to receive the product is also added to the timeline. We have experienced anywhere from 2 weeks up to 3 months before we can hit the case requirement and have the orders filled. This process unfortunately leads to out of stocks in our stores and disappointed customers, especially on a higher volume item such as base vodka.

Please keep me updated on the decision with the State of Iowa.

Thanks,

Catherine Johnson Senior Buyer Adult Beverage Spirits
Office 479-273-8209

Catherine.g.johnson@walmart.com

Walmart

Save money. Live better.

EXHIBIT 2

State	Customer Name	Item	Case Sales
CA	YOUNG'S MARKET COMPANY	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	70
CA	YOUNG'S MARKET COMPANY	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	150
CA	YOUNG'S MARKET COMPANY	HEROES VODKA 750 ML (Case of 12) (HEROVOD750C)	100
CA	YOUNG'S MARKET COMPANY	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	250
CA	YOUNG'S MARKET COMPANY	HEROES VODKA 750 ML (Case of 12) (HEROVOD750C)	210
CO	EMPIRE CO - DENVER	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	75
CO	EMPIRE CO - DENVER	HEROES VODKA - 50 ML 120C (HEROVOD50MLC)	51
CO	EMPIRE CO - DENVER	HEROES VODKA 750 ML (Case of 12) (HEROVOD750C)	42
CT	HARTLEY & PARKER LTD, INC.	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	24
CT	HARTLEY & PARKER LTD, INC.	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	10
CT	HARTLEY & PARKER LTD, INC.	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	12
CT	HARTLEY & PARKER LTD, INC.	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	40
CT	HARTLEY & PARKER LTD, INC.	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	24
CT	HARTLEY & PARKER LTD, INC.	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	70
CT	HARTLEY & PARKER LTD, INC.	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	7
CT	HARTLEY & PARKER LTD, INC.	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	16
CT	HARTLEY & PARKER LTD, INC.	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	24
CT	HARTLEY & PARKER LTD, INC.	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	5
IN	JOHNSON BROTHERS - IN	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	10
IN	JOHNSON BROTHERS - IN	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	4
IN	JOHNSON BROTHERS - IN	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	26
IN	JOHNSON BROTHERS - IN	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	144
IN	JOHNSON BROTHERS - IN	HEROES VODKA 750 ML (Case of 12) (HEROVOD750C)	140
KY	HEIDELBERG DISTRIBUTING - NKY	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	14
KY	HEIDELBERG DISTRIBUTING - NKY	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	28
KY	HEIDELBERG DISTRIBUTING - NKY	HEROES VODKA 750 ML (Case of 12) (HEROVOD750C)	7
KY	HEIDELBERG DISTRIBUTING - NKY	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	7
KY	HEIDELBERG DISTRIBUTING - NKY	HEROES VODKA 750 ML (Case of 12) (HEROVOD750C)	7
KY	HEIDELBERG DISTRIBUTING - NKY	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	56
KY	HEIDELBERG DISTRIBUTING - NKY	HEROES VODKA 750 ML (Case of 12) (HEROVOD750C)	56
KY	HEIDELBERG DISTRIBUTING - NKY	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	21
MA	ABACUS DISTRIBUTING LLC	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	25
MA	ABACUS DISTRIBUTING LLC	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	25
MA	ABACUS DISTRIBUTING LLC	HEROES VODKA 750 ML (Case of 12) (HEROVOD750C)	10
MA	ABACUS DISTRIBUTING LLC	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	20
MA	ABACUS DISTRIBUTING LLC	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	20
MA	ABACUS DISTRIBUTING LLC	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	20
MA	ABACUS DISTRIBUTING LLC	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	30
MA	ABACUS DISTRIBUTING LLC	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	30
MA	ABACUS DISTRIBUTING LLC	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	20
MA	ABACUS DISTRIBUTING LLC	HEROES VODKA 750 ML (Case of 12) (HEROVOD750C)	6
MA	ABACUS DISTRIBUTING LLC	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	60
MI	MICHIGAN LIQUOR CONTROL COMMISSION	HEROES VODKA - 50 ML 120C (HEROVOD50MLC)	105
MI	MICHIGAN LIQUOR CONTROL COMMISSION	HEROES VODKA 750 ML (Case of 12) (HEROVOD750C)	168
MI	MICHIGAN LIQUOR CONTROL COMMISSION	HEROES VODKA - 50 ML 120C (HEROVOD50MLC)	3
MI	MICHIGAN LIQUOR CONTROL COMMISSION	HEROES VODKA 750 ML (Case of 12) (HEROVOD750C)	3
MI	MICHIGAN LIQUOR CONTROL COMMISSION	HEROES VODKA - 50 ML 120C (HEROVOD50MLC)	3
MI	MICHIGAN LIQUOR CONTROL COMMISSION	HEROES VODKA 750 ML (Case of 12) (HEROVOD750C)	22
MI	MICHIGAN LIQUOR CONTROL COMMISSION	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	104
MI	MICHIGAN LIQUOR CONTROL COMMISSION	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	145
MN	JOHNSON BROTHERS - MN	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	145
MN	JOHNSON BROTHERS - MN	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	104
MN	JOHNSON BROTHERS - MN	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	5

MN	JOHNSON BROTHERS - MN	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	5
MT	STATE OF MONTANA	HEROES VODKA 750 ML (Case of 12) (HEROVOD750C)	1
MT	STATE OF MONTANA	HEROES VODKA 750 ML (Case of 12) (HEROVOD750C)	1
MT	STATE OF MONTANA	HEROES VODKA 750 ML (Case of 12) (HEROVOD750C)	1
NC	BLOWING ROCK ABC BOARD - 8	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	1
NC	BLOWING ROCK ABC BOARD - 8	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	1
NC	BOONE ABC BOARD - 152	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	2
NC	BOONE ABC BOARD - 152	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	1
NC	BOONE ABC BOARD - 152	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	1
NC	BREVARD ABC BOARD - 10	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	4
NC	BRUNSWICK CO ABC BOARD - 158	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	1
NC	CALABASH ABC BOARD - 129	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	1
NC	CHERRYVILLE ABC BOARD - 145	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	2
NC	CRAMERTON ABC BOARD - 172	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	2
NC	CRAVEN CO WHSE ABC BOARD - 23	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	1
NC	CRAVEN CO WHSE ABC BOARD - 23	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	1
NC	CRAVEN CO WHSE ABC BOARD - 23	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	1
NC	CRAVEN CO WHSE ABC BOARD - 23	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	1
NC	FLETCHER ABC BOARD - 159	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	1
NC	GRANVILLE COUNTY ABC BOARD - 38	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	1
NC	GREENE COUNTY ABC BOARD - 39	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	1
NC	HALIFAX COUNTY ABC BOARD - 41	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	1
NC	JACKSON COUNTY BOARD - 185	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	1
NC	JACKSON COUNTY BOARD - 185	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	1
NC	JACKSON COUNTY BOARD - 185	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	1
NC	JACKSON COUNTY BOARD - 185	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	2
NC	JOHNSTON CO. ABC BOARD - 49	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	1
NC	LENOIR CITY ABC BOARD - 125	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	1
NC	LENOIR CITY ABC BOARD - 125	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	1
NC	MARION ABC BOARD - 150	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	2
NC	MECKLENBURG WHSE ABC BOARD - 62	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	1
NC	MECKLENBURG WHSE ABC BOARD - 62	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	1
NC	MECKLENBURG WHSE ABC BOARD - 62	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	1
NC	MECKLENBURG WHSE ABC BOARD - 62	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	1
NC	MOCKSVILLE/COOLEEMEE ABC BOARD - 191	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	1
NC	MOUNT AIRY ABC BOARD - 131	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	1
NC	NEW HANOVER CO ABC BOARD - 70	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	5
NC	ONSLOW ABC BOARD - 76	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	-6
NC	ONSLOW ABC BOARD - 76	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	1
NC	PEMBROKE ABC BOARD - 80	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	2
NC	PENDER CO ABC BOARD - 81	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	1
NC	PENDER CO ABC BOARD - 81	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	1
NC	PERSON COUNTY ABC 082	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	1
NC	SAINT PAULS ABC BOARD - 91	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	1
NC	SAINT PAULS ABC BOARD - 91	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	1
NC	SPRUCE PINE ABC BOARD - 177	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	1
NC	SPRUCE PINE ABC BOARD - 177	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	1
NC	STATESVILLE ABC BOARD - 120	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	1
NC	THOMASVILLE ABC BOARD - 167	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	1
NC	WALNUT COVE ABC BOARD - 106	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	1
NC	WAXHAW ABC BOARD - 124	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	1
ND	JOHNSON BROTHERS - ND	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	28
ND	JOHNSON BROTHERS - ND	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	26
NE	JOHNSON BROTHERS - NE	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	72

NE	JOHNSON BROTHERS - NE	HEROES VODKA 750 ML (Case of 12) (HEROVOD750C)	70
NE	JOHNSON BROTHERS - NE	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	75
NJ	OPICI FAMILY DISTRIBUTING	HEROES VODKA - 50 ML 120C (HEROVOD50MLC)	112
NJ	OPICI FAMILY DISTRIBUTING	HEROES VODKA 750 ML (Case of 12) (HEROVOD750C)	48
NJ	OPICI FAMILY DISTRIBUTING	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	75
NJ	OPICI FAMILY DISTRIBUTING	HEROES VODKA 750 ML (Case of 12) (HEROVOD750C)	48
NJ	OPICI FAMILY DISTRIBUTING	HEROES VODKA - 50 ML 120C (HEROVOD50MLC)	51
NJ	OPICI FAMILY DISTRIBUTING	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	96
NJ	OPICI FAMILY DISTRIBUTING	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	48
NJ	OPICI FAMILY DISTRIBUTING	HEROES VODKA - 50 ML 120C (HEROVOD50MLC)	68
NJ	OPICI FAMILY DISTRIBUTING	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	225
NJ	OPICI FAMILY DISTRIBUTING	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	24
NJ	OPICI FAMILY DISTRIBUTING	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	48
NJ	OPICI FAMILY DISTRIBUTING	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	60
NJ	OPICI FAMILY DISTRIBUTING	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	82
NJ	OPICI FAMILY DISTRIBUTING	HEROES VODKA - 50 ML 120C (HEROVOD50MLC)	17
NJ	OPICI FAMILY DISTRIBUTING	HEROES VODKA 750 ML (Case of 12) (HEROVOD750C)	24
NJ	OPICI FAMILY DISTRIBUTING	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	15
NJ	OPICI FAMILY DISTRIBUTING	HEROES VODKA - 50 ML 120C (HEROVOD50MLC)	34
NJ	OPICI FAMILY DISTRIBUTING	HEROES VODKA 750 ML (Case of 12) (HEROVOD750C)	12
NJ	OPICI FAMILY DISTRIBUTING	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	75
NJ	OPICI FAMILY DISTRIBUTING	HEROES VODKA 750 ML (Case of 12) (HEROVOD750C)	192
NJ	OPICI FAMILY DISTRIBUTING	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	75
NJ	OPICI FAMILY DISTRIBUTING	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	144
NJ	OPICI FAMILY DISTRIBUTING	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	45
NJ	OPICI FAMILY DISTRIBUTING	HEROES VODKA - 50 ML 120C (HEROVOD50MLC)	34
NJ	OPICI FAMILY DISTRIBUTING	HEROES VODKA - 50 ML 120C (HEROVOD50MLC)	17
NJ	OPICI FAMILY DISTRIBUTING	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	150
NJ	OPICI FAMILY DISTRIBUTING	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	96
NJ	OPICI FAMILY DISTRIBUTING	HEROES VODKA - 50 ML 120C (HEROVOD50MLC)	17
NJ	OPICI FAMILY DISTRIBUTING	HEROES VODKA 750 ML (Case of 12) (HEROVOD750C)	70
NV	JOHNSON BROTHERS - NV	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	24
NV	JOHNSON BROTHERS - NV	HEROES VODKA 750 ML (Case of 12) (HEROVOD750C)	42
OH	OHIO DEPARTMENT OF COMMERCE	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	1
OH	OHIO DEPARTMENT OF COMMERCE	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	10
OH	OHIO DEPARTMENT OF COMMERCE	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	30
OH	OHIO DEPARTMENT OF COMMERCE	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	1
OH	OHIO DEPARTMENT OF COMMERCE	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	2
OH	OHIO DEPARTMENT OF COMMERCE	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	1
OH	OHIO DEPARTMENT OF COMMERCE	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	1
OH	OHIO DEPARTMENT OF COMMERCE	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	1
OH	OHIO DEPARTMENT OF COMMERCE	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	1
OH	OHIO DEPARTMENT OF COMMERCE	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	1
OH	OHIO DEPARTMENT OF COMMERCE	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	3
OH	OHIO DEPARTMENT OF COMMERCE	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	7
OH	OHIO DEPARTMENT OF COMMERCE	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	1
OH	OHIO DEPARTMENT OF COMMERCE	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	4
OH	OHIO DEPARTMENT OF COMMERCE	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	8
OH	OHIO DEPARTMENT OF COMMERCE	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	6
OH	OHIO DEPARTMENT OF COMMERCE	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	1
OH	OHIO DEPARTMENT OF COMMERCE	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	2
OH	OHIO DEPARTMENT OF COMMERCE	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	7
OH	OHIO DEPARTMENT OF COMMERCE	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	1
OH	OHIO DEPARTMENT OF COMMERCE	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	1

[illegible]

[illegible]

[illegible]

[illegible]

OH	OHIO DEPARTMENT OF COMMERCE	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	1
OH	OHIO DEPARTMENT OF COMMERCE	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	5
OH	OHIO DEPARTMENT OF COMMERCE	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	2
OH	OHIO DEPARTMENT OF COMMERCE	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	1
OH	OHIO DEPARTMENT OF COMMERCE	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	2
OH	OHIO DEPARTMENT OF COMMERCE	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	1
OK	SOUTHERN GLAZER'S WINE & SPIRITS OK	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	21
OK	SOUTHERN GLAZER'S WINE & SPIRITS OK	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	21
OK	SOUTHERN GLAZER'S WINE & SPIRITS OK	HEROES VODKA 750 ML (Case of 12) (HEROVOD750C)	14
OK	SOUTHERN GLAZER'S WINE & SPIRITS OK	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	120
OK	SOUTHERN GLAZER'S WINE & SPIRITS OK	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	5
OK	SOUTHERN GLAZER'S WINE & SPIRITS OK	HEROES VODKA 750 ML (Case of 12) (HEROVOD750C)	14
OK	SOUTHERN GLAZER'S WINE & SPIRITS OK	HEROES VODKA 750 ML (Case of 12) (HEROVOD750C)	14
OK	SOUTHERN GLAZER'S WINE & SPIRITS OK	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	5
PA	STATE OF PENNSYLVANIA	HEROES VODKA 750 ML (Case of 12) (HEROVOD750C)	175
PA	STATE OF PENNSYLVANIA	HEROES VODKA 750 ML (Case of 12) (HEROVOD750C)	350
SD	JOHNSON BROTHERS - SD	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	14
SD	JOHNSON BROTHERS - SD	HEROES VODKA 750 ML (Case of 12) (HEROVOD750C)	14
TN	LIPMAN BROTHERS INC	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	75
TN	LIPMAN BROTHERS INC	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	62
TN	LIPMAN BROTHERS LLC	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	75
TN	LIPMAN BROTHERS LLC	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	62
TN	LIPMAN BROTHERS LLC	HEROES VODKA - 50 ML 120C (HEROVOD50MLC)	17
TN	LIPMAN BROTHERS LLC	HEROES VODKA 750 ML (Case of 12) (HEROVOD750C)	70
TN	LIPMAN BROTHERS LLC	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	62
TN	LIPMAN BROTHERS LLC	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	75
TN	LIPMAN BROTHERS LLC	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	62
TN	LIPMAN BROTHERS LLC	HEROES VODKA - 50 ML 120C (HEROVOD50MLC)	17
TN	LIPMAN BROTHERS LLC	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	75
TN	LIPMAN BROTHERS LLC	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	62
TN	LIPMAN BROTHERS LLC	HEROES VODKA - 50 ML 120C (HEROVOD50MLC)	17
TN	LIPMAN BROTHERS LLC	HEROES VODKA 750 ML (Case of 12) (HEROVOD750C)	70
TN	LIPMAN BROTHERS LLC	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	75
TN	LIPMAN BROTHERS LLC	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	62
TN	LIPMAN BROTHERS LLC	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	450
TN	LIPMAN BROTHERS LLC	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	124
TN	LIPMAN BROTHERS LLC	HEROES VODKA 750 ML (Case of 12) (HEROVOD750C)	70
TN	LIPMAN BROTHERS LLC	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	62
TN	LIPMAN BROTHERS LLC	HEROES VODKA - 50 ML 120C (HEROVOD50MLC)	17
TN	LIPMAN BROTHERS LLC	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	62
TN	LIPMAN BROTHERS LLC	HEROES VODKA - 50 ML 120C (HEROVOD50MLC)	17
TN	LIPMAN BROTHERS LLC	HEROES VODKA 750 ML (Case of 12) (HEROVOD750C)	70
TN	LIPMAN BROTHERS LLC	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	62
TN	LIPMAN BROTHERS LLC	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	337
TN	LIPMAN BROTHERS LLC	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	186
TN	LIPMAN BROTHERS LLC	HEROES VODKA - 50 ML 120C (HEROVOD50MLC)	232
TN	LIPMAN BROTHERS LLC	HEROES VODKA 750 ML (Case of 12) (HEROVOD750C)	70
TN	LIPMAN BROTHERS LLC	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	124
TN	LIPMAN BROTHERS LLC	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	75
TN	LIPMAN BROTHERS LLC	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	186
TN	LIPMAN BROTHERS LLC	HEROES VODKA 750 ML (Case of 12) (HEROVOD750C)	70
TN	LIPMAN BROTHERS LLC	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	16
TN	LIPMAN BROTHERS LLC	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	66
TN	LIPMAN BROTHERS LLC	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	192

TN	STAR DISTRIBUTORS	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	45
TN	STAR DISTRIBUTORS	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	45
TN	STAR DISTRIBUTORS	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	2
TX	UNITED WINE AND SPIRITS, LLC	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	0
TX	UNITED WINE AND SPIRITS, LLC	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	0
TX	UNITED WINE AND SPIRITS, LLC	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	0
TX	UNITED WINE AND SPIRITS, LLC	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	-6
TX	UNITED WINE AND SPIRITS, LLC	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	111
TX	UNITED WINE AND SPIRITS, LLC	HEROES VODKA - 1L CASE12 (HEROVOD1LC)	12
TX	UNITED WINE AND SPIRITS, LLC	HEROES VODKA 750 ML (Case of 12) (HEROVOD750C)	28
TX	UNITED WINE AND SPIRITS, LLC	HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC)	8
TX	UNITED WINE AND SPIRITS, LLC	HEROES VODKA - 50 ML 120C (HEROVOD50MLC)	51
GRAND TOTAL			10450

EXHIBIT 3

State	Customer Name	Item	Case Sales
CA	Total		780
CO	Total		168
CT	Total		232
IN	Total		324
KY	Total		196
MA	Total		266
MI	Total		553
MN	Total		259
MT	Total		3
NC	Total		53
ND	Total		54
NE	Total		217
NJ	Total		2002
NV	Total		66
OH	Total		788
OK	Total		214
PA	Total		525
SD	Total		28
TN	Total		3518
TX	Total		204
Grand	Total		10450

Item	Case Sales
HEROES VODKA - 1.75L - CASE6 (HEROVOD1.75LC) Total	3923
HEROES VODKA - 1L CASE12 (HEROVOD1LC) Total	3338
HEROES VODKA - 50 ML 120C (HEROVOD50MLC) Total	880
HEROES VODKA 750 ML (Case of 12) (HEROVOD750C) Tota	2309
Grand Total	10450



Kim Reynolds *Governor of Iowa*
Adam Gregg *Lieutenant Governor*
Stephen Larson *Administrator*

MEMORANDUM

To: The Iowa Alcoholic Beverages Commission
From: Nicole Scebold, Products Manager
Date: June 17, 2019
Re: Listing Appeal – Heroes Vodka – Statement of Case

On April 17, 2019, RS Lipman Company LLC (Supplier) submitted a listing request to the Iowa Alcoholic Beverages Division (ABD) for Heroes Vodka (Attachment A). The product is an 80-proof American Vodka. The listing request was for 750mL and 1.75L sizes with a wholesale price of \$9.99/bottle and \$15.00/bottle, respectively.

On April 22, 2019, ABD Products Manager Nicole Scebold sent a letter to the Supplier denying the listing request (Attachment B). The reason for denial was oversaturation of the product category, size, and price point, with a negative overall category trend for American Vodka.

On April 30, 2019, the Supplier appealed the listing denial to ABD Administrator Stephen Larson (Attachment C). On May 13, 2019, the Administrator's designee, Stephanie Strauss, sent a letter to the Supplier affirming Ms. Scebold's denial of the listing request (Attachment D).

Also on May 13, 2019, Ms. Scebold held a conference call with the Supplier to inform them that Heroes Vodka could be listed as a 90-day temporary item or could be used to fulfill special orders from class "E" licensees. On May 14, 2019, the Supplier entered Heroes Vodka for a 90-day temporary listing (Attachment E). On May 16, 2019, Ms. Scebold sent a letter to the Supplier approving the temporary listing request (Attachment F).

On May 20, 2019, the Supplier appealed the Administrator's denial of the permanent listing (Attachment G).

Pursuant to the ABD listing manual, this matter now comes before the Commission to determine, at its discretion, whether to hear the Supplier's appeal. If the Commission chooses to hear the appeal, it will be heard at the next scheduled Commission meeting or in a special meeting called by the Commission Chair, the Administrator, or at least three members of the Commission. If the Commission chooses not to hear the appeal, the Administrator's decision is affirmed and no further action may be taken by the Supplier.



Product Quote Details

[back to quotes](#)

Quote #11633
 Quote Type: New Product
 Status: Rejected

Date submitted:	04/17/2019
* Date effective:	06/01/2019
* NABCA code:	36354
Line extension:	<input type="checkbox"/>
** Code extended:	
Submitted by:	Lindsey Sharpe
Vendor name:	RS Lipman Company LLC
* Product name:	Heroes Vodka
* Verbose description: <i>This should describe the product to the customers.</i>	Heroes Vodka was first bottled on Veteran's Day, 11.11.11, a date that occurs only once every century and epitomizes the rarity of this event. As the "Official Spirit of a Grateful Nation," the mission of Heroes Vodka is to deliver exceptional taste and superior value to consumers while honoring Veterans and other American service organizations through charitable contributions.
* Listing type:	Permanent
* Availability:	Unlimited
** Allocated cases:	0
* Lead Time:	10 (Business Days)
* Category:	American Vodka
** Class:	
* Origin:	Domestic
Age:	0
* Proof:	80
* Primary ship point (city):	Frankfort
* Primary ship point (state):	Kentucky
* FOB point:	Ankeny
* Bottle size:	750
** Bottle size (other):	
* Pack/case size: <i>Note: Minis are "sleeves" per case and not individual bottles</i>	12
* Bottles per primary: <i>More than 1 bottle per primary?</i>	<input type="radio"/> Yes <input checked="" type="radio"/> No
** Quantity per primary:	1
* Bottle deposit:	Yes
** Deposit located:	Product label
* UPC code: <i>12 or 13 digits</i>	088004010690
* SCC code: <i>14 digits</i>	10088004010697
* Cases per pallet:	70
* Cases per layer:	5
* Case Weight (lbs):	30.90
* Case Length (inches):	13.10
* Case Width (inches):	9.88

* Case Height (inches):	11.90
* Pallet Weight (lbs):	2193.00
* Pallet Length (inches):	48.00
* Pallet Width (inches):	40.00
* Pallet Height (inches):	66.00 (Measured from the floor)
* Bottle Length (inches):	3.10
* Bottle Width (inches):	3.10
* Bottle Height (inches):	11.38
* Wholesale Current Cost per case (\$): <i>Supplier FOB cost</i>	79.92
Calculated Wholesale cost per selling unit (\$):	6.66
Wholesale price per selling unit (\$):	9.99

Images:



36354.2.jpg

Iowa Marketing (Total \$ Annually): 3,000.00

National Marketing (Total \$ Annually): 30,000.00

Iowa Samples (Total \$ Annually): 2,000.00

TPR/Quantity Discount Plans (Total \$ Annually):

National Account Commitments (Total Cases Annually): 300

Iowa Broker: Johnson Brothers

Is this a brand new product that has never been sold or distributed?: ☒ Yes ☐ No

** 1st Year Case Goal: 400

** Initial Distribution:	47
Special Order Dollar Sales:	0
For advertising information in Iowa Spirits magazine Steve Beyer, President LeisureMedia360 847-532-4044 cell sbeyer@leisuremedia360.com	
* Status:	Rejected ▼
Note:	<div></div>
Visibility <i>Note visible to vendors?</i>	<input type="radio"/> Visible <input checked="" type="radio"/> Hidden
	<div>Submit</div>
	<div>Back</div>

* = Required

** = Conditional

Notes

Lindsey Sharpe: <i>visible - 04/17/2019 10:10am</i>	POD's from the Walmart buyer can be provided upon request.
Nicole Scebold: <i>visible - 04/22/2019 12:07pm</i>	Does not meet listing criteria. edit





Product Quote Details

[back to quotes](#)

Quote #11635
 Quote Type: New Product
 Status: Rejected

Date submitted:	04/17/2019
* Date effective:	06/01/2019
* NABCA code:	36356
Line extension:	<input checked="" type="checkbox"/>
** Code extended:	36354
Submitted by:	Lindsey Sharpe
Vendor name:	RS Lipman Company LLC
* Product name:	Heroes Vodka
* Verbose description: <i>This should describe the product to the customers.</i>	Heroes Vodka was first bottled on Veteran's Day, 11.11.11, a date that occurs only once every century and epitomizes the rarity of this event. As the "Official Spirit of a Grateful Nation," the mission of Heroes Vodka is to deliver exceptional taste and superior value to consumers while honoring Veterans and other American service organizations through charitable contributions.
* Listing type:	Permanent
* Availability:	Unlimited
** Allocated cases:	0
* Lead Time:	10 (Business Days)
* Category:	American Vodka
** Class:	
* Origin:	Domestic
Age:	0
* Proof:	80
* Primary ship point (city):	Frankfort
* Primary ship point (state):	Kentucky
* FOB point:	Ankeny
* Bottle size:	1750
** Bottle size (other):	
* Pack/case size: <i>Note: Minis are "sleeves" per case and not individual bottles</i>	6
* Bottles per primary: <i>More than 1 bottle per primary?</i>	<input type="radio"/> Yes <input checked="" type="radio"/> No
** Quantity per primary:	1
* Bottle deposit:	Yes
** Deposit located:	Product label
* UPC code: <i>12 or 13 digits</i>	088004024642
* SCC code: <i>14 digits</i>	10088004024649
* Cases per pallet:	75
* Cases per layer:	15
* Case Weight (lbs):	24.90
* Case Length (inches):	14.25
* Case Width (inches):	10.00

* Case Height (inches):	13.00
* Pallet Weight (lbs):	1897.50
* Pallet Length (inches):	48.00
* Pallet Width (inches):	40.00
* Pallet Height (inches):	70.00 (Measured from the floor)
* Bottle Length (inches):	4.43
* Bottle Width (inches):	4.43
* Bottle Height (inches):	12.33
* Wholesale Current Cost per case (\$): <i>Supplier FOB cost</i>	60.00
Calculated Wholesale cost per selling unit (\$):	10.00
Wholesale price per selling unit (\$):	15.00

Images:



36356.1.png

Iowa Marketing (Total \$ Annually): 3,000.00

National Marketing (Total \$ Annually): 30,000.00

Iowa Samples (Total \$ Annually): 2,000.00

TPR/Quantity Discount Plans (Total \$ Annually):

National Account Commitments (Total Cases Annually): 600

Iowa Broker: Johnson Brothers

Is this a brand new product that has never been sold or distributed?: ☒ Yes ☐ No

** 1st Year Case Goal: 700

** Initial Distribution: 57

Special Order Dollar Sales: 0

For advertising information in Iowa Spirits magazine
 Steve Beyer, President
 LeisureMedia360
 847-532-4044 cell
 sbeyer@leisuremedia360.com

* Status: Rejected ▼

Note:

	<div></div>
Visibility <i>Note visible to vendors?</i>	<input type="radio"/> Visible <input checked="" type="radio"/> Hidden
	<div>Submit</div>
	<div>Back</div>

* = Required
** = Conditional

Notes

Lindsey Sharpe: <i>visible - 04/17/2019 10:23am</i>	POD's from Walmart buyer can be provided upon request.
Nicole Scebold: <i>visible - 04/22/2019 12:06pm</i>	Does not meet listing criteria. edit





Attachment B

Kim Reynolds *Governor of Iowa*
Adam Gregg *Lieutenant Governor*
Stephen Larson *Administrator*

April 22, 2019

Lindsey Sharpe
RS Lipman
Via Email

Dear Ms. Sharpe,

On behalf of the Iowa Alcoholic Beverages Division, I regret to inform you that the following products will not be listed in Iowa at this time. These products can be ordered and fulfilled through the special order program.

CODE	DESCRIPTION	SIZE
36354	Heroes Vodka	0.750
36356	Heroes Vodka	1.750

If you have any further questions on the products above, please contact me at Scebold@IowaABD.com.

Sincerely,

Nicole Scebold
Products Manager
Scebold@IowaABD.com

CC: Scott Oeltjenbruns
Stephen Larson, Administrator, ABD
Herb Sutton, Manager-Business Operations, ABD
Jodi Christensen, Product Management, ABD



Scebold, Nicole <scebold@iowaabd.com>

Heroes Vodka - ABD Product Listing - Request for Appeal

Lindsey Sharpe <l.sharpe@rslipman.com>

Tue, Apr 30, 2019 at 11:43 AM

To: "larsen@iowaabd.com" <larsen@iowaabd.com>

Cc: "Scott Oeltjenbruns" <soeltjenbruns@johnsonbrothers.com>, Herb Sutton <sutton@iowaabd.com>, "Christensen, Jodi [ABD]" <christensen@iowaabd.com>, Scott Halliburton <ScottH@5gsales.com>, Scott Gstell <s.gstell@rslipman.com>, "Scebold, Nicole" <scebold@iowaabd.com>

Mr. Larson,

Please accept our appeal for permanent listing for Heroes Vodka 750ml & 1.75L.

Walmart is bringing in Heroes Vodka for their June resets. Initially, when we submitted the new product quotes in the portal, we had limited information and took a conservative approach with our annual projected case sales. Since then, we have received pertinent sales information from the Walmart buyer. Not only will the 750ml's be sold in (47) POD's and 1.75L's be sold in (57) POD's but Heroes will be also be listed in the circular and has received placement in the Patriotic Spirits Program that will run from 06.28.19 thru 07.13.19. In addition, Heroes is also in the running for their Made in the USA program which will provide additional exposure and shelf presence.

We would like to increase our initial annual projected 1st Year Case Goal from (300) for the 750ml's to (1,200). We would also like to increase our annual projected 1st Year Case Goal from (700) for the 1.75L's to (3,000).

I have also attached an email from Catherine Johnson, the Senior Buyer of Adult Beverage Spirits for Walmart requesting permanent listing.

If there is any additional information that we can provide to assist with this appeal, please let us know.

Thank you,

Lindsey Sharpe

R.S. Lipman Company

Sales & Compliance Coordinator

Direct Line: 615-695-5331

From: Catherine Johnson <Catherine.G.Johnson@walmart.com>
Sent: Wednesday, April 24, 2019 11:27 AM
To: Scott Halliburton <ScottH@5GSales.com>
Subject: RE: ABD Product Listing

We are very excited to launch the Heroes Vodka items in our stores across the country. Walmart has been investing in American jobs and proudly supports Veteran owned companies. We strongly believe that our customers will love this items.

In regards to placement in Iowa, effective on June 3, we will have the Heroes Vodka 1.75L in 57 stores and the Heroes Vodka 750ml in 47 stores. We have predominant placement within our sets for this brand and looking forward to introducing it to our Iowa customers.

In regards to replenishment, we prefer the products to have permanent placement with the state of Iowa. Our stores receive up to two deliveries per week and the permanent placement allows the orders to be filled on time and prevent out of stocks for our customers. Under the special order program, the state has a minimum case requirement before they will place the order and then the lead time to receive the product is also added to the timeline. We have experienced anywhere from 2 weeks up to 3 months before we can hit the case requirement and have the orders filled. This process unfortunately leads to out of stocks in our stores and disappointed customers, especially on a higher volume item such as base vodka.

Please keep me updated on the decision with the State of Iowa.

Thanks,

Catherine Johnson Senior Buyer Adult Beverage Spirits
Office 479-273-8209

Catherine.g.johnson@walmart.com

Walmart
Save money. Live better.

 **noname.eml**
16K



Kim Reynolds *Governor of Iowa*
Adam Gregg *Lieutenant Governor*
Stephen Larson *Administrator*

May 13, 2019

Lindsey Sharpe
RS Lipman
Via Email

Dear Ms. Sharpe:

This letter is in response to your April 22, 2019 request to the Administrator for further review of the Iowa Alcoholic Beverages Division's decision to deny your request for permanent listing for the following products:

CODE	DESCRIPTION	SIZE
36354	Heroes Vodka	0.750
36356	Heroes Vodka	1.750

On May 1, 2019, the Administrator granted your request for review. After reviewing all of the information provided, these products fail to meet listing criteria for the American Vodka category. It was determined that the category and price point is saturated with a negative overall category trend for the 750ml and 1.75L sizes that were presented. Therefore, the April 22, 2019 denial is affirmed.

The Administrator's decision may be appealed to the Alcoholic Beverages Commission. Your request for appeal to the Commission must be received in writing within 30 days of receiving this letter. The Commission has the discretion to grant or deny requests for appeal.

If you have any further questions on the products above, please contact me at Strauss@IowaABD.com.

Sincerely,

Stephanie Strauss
Governmental Relations/Public Affairs
Strauss@IowaABD.com

CC: Scott Oeltjenbruns
Stephen Larson, Administrator, ABD
Herb Sutton, Manager-Business Operations, ABD
Jodi Christensen, Product Management, ABD
Nicole Scebold, Products Manager, ABD



Product Quote Details

[back to quotes](#)

Quote #11796
 Quote Type: New Product
 Status: Approved

Date submitted:	05/14/2019
* Date effective:	07/01/2019
* NABCA code:	36354
Line extension:	<input type="checkbox"/>
** Code extended:	
Submitted by:	Lindsey Sharpe
Vendor name:	RS Lipman Company LLC
* Product name:	Heroes Vodka
* Verbose description: <i>This should describe the product to the customers.</i>	Heroes Vodka was first bottled on Veteran's Day, 11.11.11, a date that occurs only once every century and epitomizes the rarity of this event. As the "Official Spirit of a Grateful Nation," the mission of Heroes Vodka is to deliver exceptional taste and superior value to consumers while honoring Veterans and other American service organizations through charitable contributions.
* Listing type:	Temporary
* Availability:	Unlimited
** Allocated cases:	0
* Lead Time:	10 (Business Days)
* Category:	American Vodka
** Class:	
* Origin:	Domestic
Age:	0
* Proof:	80
* Primary ship point (city):	Frankfort
* Primary ship point (state):	Kentucky
* FOB point:	Ankeny
* Bottle size:	750
** Bottle size (other):	
* Pack/case size: <i>Note: Minis are "sleeves" per case and not individual bottles</i>	12
* Bottles per primary: <i>More than 1 bottle per primary?</i>	<input type="radio"/> Yes <input checked="" type="radio"/> No
** Quantity per primary:	1
* Bottle deposit:	Yes
** Deposit located:	Product label
* UPC code: <i>12 or 13 digits</i>	088004010690
* SCC code: <i>14 digits</i>	10088004010697
* Cases per pallet:	70
* Cases per layer:	5
* Case Weight (lbs):	30.90
* Case Length (inches):	13.10
* Case Width (inches):	9.88

* Case Height (inches):	11.90
* Pallet Weight (lbs):	2193.00
* Pallet Length (inches):	48.00
* Pallet Width (inches):	40.00
* Pallet Height (inches):	66.00 (Measured from the floor)
* Bottle Length (inches):	3.10
* Bottle Width (inches):	3.10
* Bottle Height (inches):	11.38
* Wholesale Current Cost per case (\$): <i>Supplier FOB cost</i>	79.92
Calculated Wholesale cost per selling unit (\$):	6.66
Wholesale price per selling unit (\$):	9.99

Images:



36354.2.jpg

Iowa Marketing (Total \$ Annually): 3,000.00

National Marketing (Total \$ Annually): 30,000.00

Iowa Samples (Total \$ Annually): 2,000.00

TPR/Quantity Discount Plans (Total \$ Annually):

National Account Commitments (Total Cases Annually): 300

Iowa Broker: Johnson Brothers

Is this a brand new product that has never been sold or distributed?: ☒ Yes ☐ No

** 1st Year Case Goal: 1200

** Initial Distribution:	47
Special Order Dollar Sales:	0
For advertising information in Iowa Spirits magazine Steve Beyer, President LeisureMedia360 847-532-4044 cell sbeyer@leisuremedia360.com	
* Status:	approved
Note:	<div></div>
Visibility <i>Note visible to vendors?</i>	<input type="radio"/> Visible <input checked="" type="radio"/> Hidden
	<div>Submit</div>
	<div>Back</div>

* = Required

** = Conditional



Product Quote Details

[back to quotes](#)

Quote #11797
 Quote Type: New Product
 Status: Approved

Date submitted:	05/14/2019
* Date effective:	07/01/2019
* NABCA code:	36356
Line extension:	<input type="checkbox"/>
** Code extended:	
Submitted by:	Lindsey Sharpe
Vendor name:	RS Lipman Company LLC
* Product name:	Heroes Vodka
* Verbose description: <i>This should describe the product to the customers.</i>	Heroes Vodka was first bottled on Veteran's Day, 11.11.11, a date that occurs only once every century and epitomizes the rarity of this event. As the "Official Spirit of a Grateful Nation," the mission of Heroes Vodka is to deliver exceptional taste and superior value to consumers while honoring Veterans and other American service organizations through charitable contributions.
* Listing type:	Temporary
* Availability:	Unlimited
** Allocated cases:	0
* Lead Time:	10 (Business Days)
* Category:	American Vodka
** Class:	Temporary & Specialty Packages
* Origin:	Domestic
Age:	0
* Proof:	80
* Primary ship point (city):	Frankfort
* Primary ship point (state):	Kentucky
* FOB point:	Ankeny
* Bottle size:	1750
** Bottle size (other):	
* Pack/case size: <i>Note: Minis are "sleeves" per case and not individual bottles</i>	6
* Bottles per primary: <i>More than 1 bottle per primary?</i>	<input type="radio"/> Yes <input checked="" type="radio"/> No
** Quantity per primary:	1
* Bottle deposit:	Yes
** Deposit located:	Product label
* UPC code: <i>12 or 13 digits</i>	088004024642
* SCC code: <i>14 digits</i>	10088004024649
* Cases per pallet:	75
* Cases per layer:	15
* Case Weight (lbs):	24.90
* Case Length (inches):	14.25
* Case Width (inches):	10.00

* Case Height (inches):	13.00
* Pallet Weight (lbs):	1897.50
* Pallet Length (inches):	48.00
* Pallet Width (inches):	40.00
* Pallet Height (inches):	70.00 (Measured from the floor)
* Bottle Length (inches):	4.43
* Bottle Width (inches):	4.43
* Bottle Height (inches):	12.33
* Wholesale Current Cost per case (\$):	60.00
<i>Supplier FOB cost</i>	
Calculated Wholesale cost per selling unit (\$):	10.00
Wholesale price per selling unit (\$):	15.00

Images:



36356.1.png

Iowa Marketing (Total \$ Annually): 3,000.00

National Marketing (Total \$ Annually): 30,000.00

Iowa Samples (Total \$ Annually): 2,000.00

TPR/Quantity Discount Plans (Total \$ Annually):

National Account Commitments (Total Cases Annually): 600

Iowa Broker: Johnson Brothers

Is this a brand new product that has never been sold or distributed?: ☒ Yes ☐ No

** 1st Year Case Goal: 3000

** Initial Distribution: 57

Special Order Dollar Sales: 0

For advertising information in Iowa Spirits magazine
 Steve Beyer, President
 LeisureMedia360
 847-532-4044 cell
 sbeyer@leisuremedia360.com

* Status: approved

Note:

	Visibility <i>Note visible to vendors?</i>	<input type="radio"/> Visible <input checked="" type="radio"/> Hidden
		<input type="button" value="Submit"/>
		<input type="button" value="Back"/>

* = Required
** = Conditional



Attachment F

Kim Reynolds *Governor of Iowa*
Adam Gregg *Lieutenant Governor*
Stephen Larson *Administrator*

May 16, 2019

Lindsey Sharpe
RS Lipman
Via Email

Dear Ms. Sharpe,

On behalf of the Iowa Alcoholic Beverages Division, I am pleased to inform you that the following products have been listed in Iowa effective July 1, 2019.

CODE	DESCRIPTION	SIZE	PACK	WHOLESALE BOTTLE PRICE	MAXIMUM INVENTORY
36354	Heroes Vodka (90day TEMP)	0.750	12	\$9.99	140 cases
36356	Heroes Vodka (90day TEMP)	1.750	6	\$15.00	150 cases

Please submit a purchase order in the vendor portal for approval and to arrange a delivery appointment. All products shipped in should include a case code label and the Iowa deposit refund displayed on each bottle. Please view the [ABD Listing Manual](#) for more information.

If you have any further questions on the products above, please contact me at Scebold@IowaABD.com.

Sincerely,

Nicole Scebold
Products Manager
Scebold@IowaABD.com

CC: Scott Oeltjenbruns
Stephen Larson, Administrator, ABD
Herb Sutton, Manager-Business Operations, ABD
Jodi Christensen, Product Management, ABD



Scebold, Nicole <scebold@iowaabd.com>

ABD Product Listing

Lindsey Sharpe <l.sharpe@rslipman.com>

Mon, May 20, 2019 at 10:46 AM

To: "Scebold, Nicole" <scebold@iowaabd.com>, "Strauss, Stephanie" <strauss@iowaabd.com>

Cc: Scott Oeltjenbruns <soeltjenbruns@johnsonbrothers.com>, "Larson, Steve" <larson@iowaabd.com>, Herb Sutton <sutton@iowaabd.com>, "Christensen, Jodi [ABD]" <christensen@iowaabd.com>, Scott Gstell <s.gstell@rslipman.com>

Hi Nicole,

Thank you for sending us the 90-day temporary approval letter.

The Walmart buyer has requested that we proceed with filing an appeal with the Alcoholic Beverages Commission. Please accept this email as our written notice to initiate the process and let us know if there is anything else we need to do or provide to proceed.

Thank you,

Lindsey Sharpe

R.S. Lipman Company

Sales & Compliance Coordinator

Direct Line: 615-695-5331

-



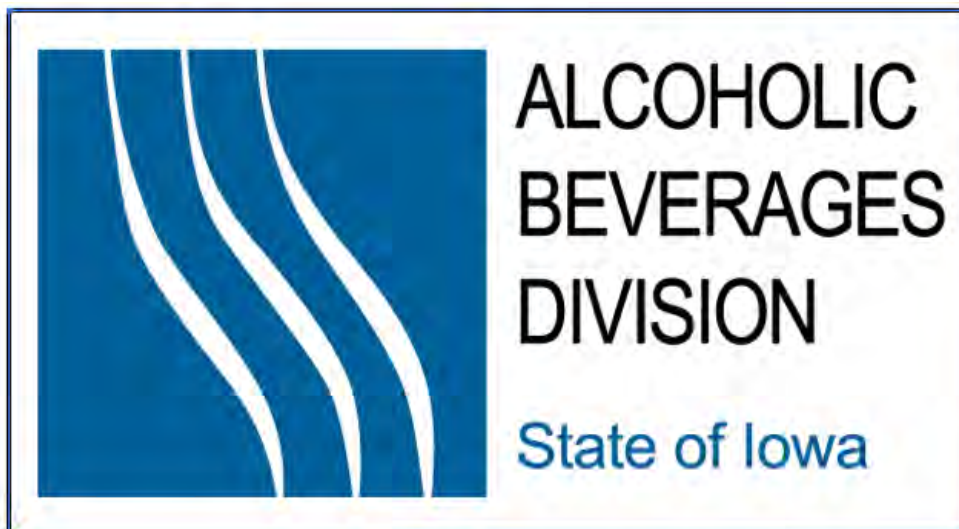
From: Scebold, Nicole <scebold@iowaabd.com>

Sent: Thursday, May 16, 2019 4:26 PM

To: Lindsey Sharpe <l.sharpe@rslipman.com>

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[Quoted text hidden]



Financial Overview

**Fiscal Year 2019 YTD
July 1, 2018 – June 30, 2019**

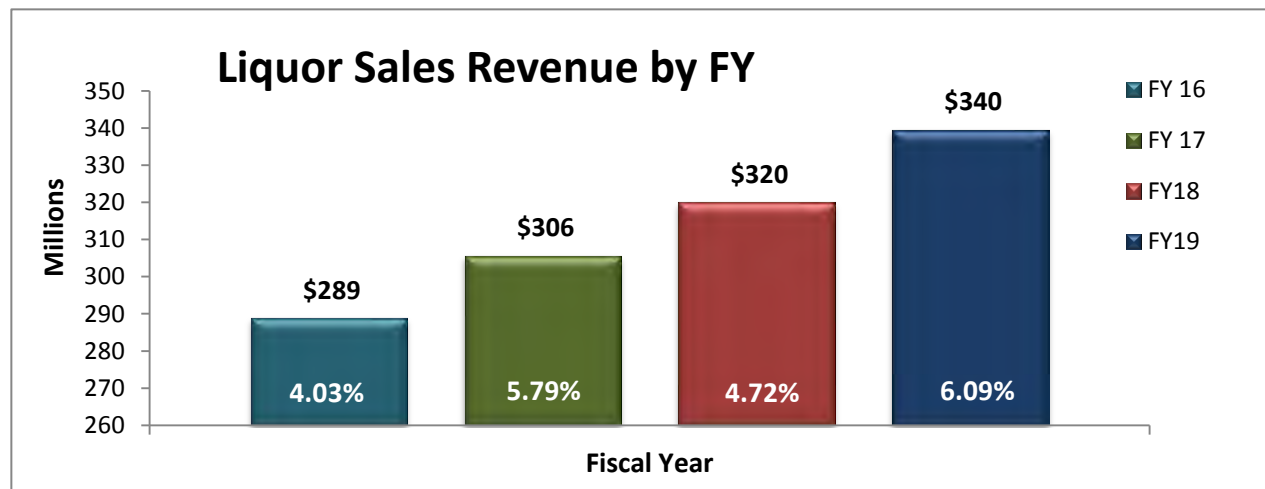
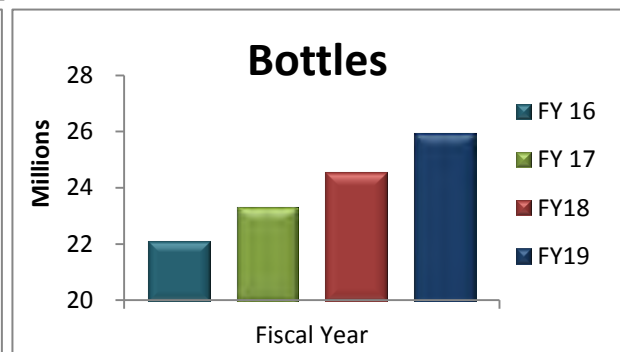
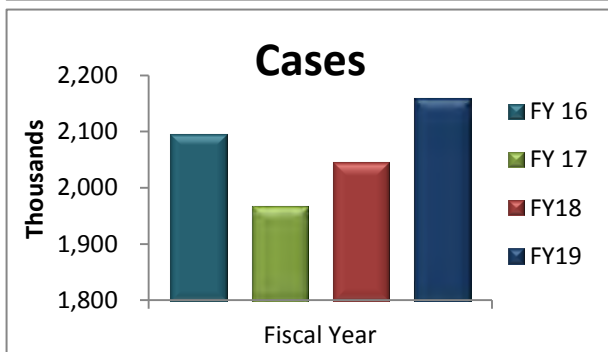
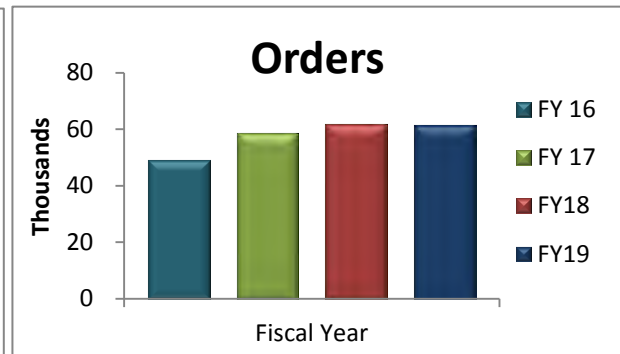
Fiscal Year 2020 July

Iowa Alcoholic Beverages Division

Financial Analysis

FY 2019 Year End July 1, 2018 - June 30, 2019 with Hold Open

Category	FY 2019	FY 2018	% Change
Liquor Sales	339,537,642	320,049,812	6.09%
Split Case Fee	1,542,294	1,575,192	-2.09%
Bottle Dep and Sur	3,311,684	3,048,268	8.64%
Total Revenue	344,391,620	324,673,272	6.07%
Deliveries	52,591	52,608	-0.03%
Orders	61,465	61,601	-0.22%
Cases	2,159,677	2,044,523	5.63%
Bottles	25,922,072	24,545,610	5.61%



**Iowa ABD Reversion Analysis
FY2019**

Liquor Sales			Split Case Revenues			Total Revenue			FY 19 vs. FY 18	
	FY17	FY18	FY19	FY17	FY18	FY19	FY17	FY18	FY19	% Change
July	\$ 16,182,779.47	\$ 20,683,446.87	\$ 21,941,950.21	\$ 85,098.50	\$ 104,422.50	\$ 106,697.00	\$ 16,267,877.97	\$ 20,787,869.37	\$ 22,048,647.21	6.06%
August	\$ 27,281,631.01	\$ 25,737,769.80	\$ 29,079,661.16	\$ 147,015.18	\$ 130,670.00	\$ 130,138.50	\$ 27,428,646.19	\$ 25,868,439.80	\$ 29,209,799.66	12.92%
September	\$ 23,307,167.10	\$ 25,306,777.12	\$ 25,187,655.38	\$ 119,399.50	\$ 120,085.00	\$ 119,355.50	\$ 23,426,566.60	\$ 25,426,862.12	\$ 25,307,010.88	-0.47%
October	\$ 27,172,377.07	\$ 31,832,046.93	\$ 34,040,646.72	\$ 127,098.54	\$ 142,404.50	\$ 141,352.50	\$ 27,299,475.61	\$ 31,974,451.43	\$ 34,181,999.22	6.90%
November	\$ 27,186,630.66	\$ 24,401,342.17	\$ 28,138,662.10	\$ 135,059.96	\$ 121,120.00	\$ 125,948.00	\$ 27,321,690.62	\$ 24,522,462.17	\$ 28,264,610.10	15.26%
December	\$ 30,297,589.74	\$ 30,720,456.69	\$ 33,450,486.60	\$ 145,982.00	\$ 142,254.50	\$ 143,992.50	\$ 30,443,571.74	\$ 30,862,711.19	\$ 33,594,479.10	8.85%
January	\$ 22,434,323.13	\$ 25,828,473.91	\$ 25,368,631.62	\$ 135,460.00	\$ 151,250.50	\$ 135,719.95	\$ 22,569,783.13	\$ 25,979,724.41	\$ 25,504,351.57	-1.83%
February	\$ 22,804,158.85	\$ 22,403,643.21	\$ 22,588,926.88	\$ 107,044.50	\$ 111,386.18	\$ 109,315.00	\$ 22,911,203.35	\$ 22,515,029.39	\$ 22,698,241.88	0.81%
March	\$ 24,588,550.59	\$ 23,260,972.87	\$ 26,952,007.36	\$ 126,367.50	\$ 115,962.00	\$ 116,787.00	\$ 24,714,918.09	\$ 23,376,934.87	\$ 27,068,794.36	15.79%
April	\$ 22,551,186.27	\$ 27,087,806.47	\$ 27,928,735.23	\$ 116,776.00	\$ 133,942.00	\$ 130,994.00	\$ 22,667,962.27	\$ 27,221,748.47	\$ 28,059,729.23	3.08%
May	\$ 29,483,763.34	\$ 28,885,361.58	\$ 31,010,524.42	\$ 150,219.50	\$ 140,727.50	\$ 127,840.00	\$ 29,633,982.84	\$ 29,026,089.08	\$ 31,138,364.42	7.28%
June	\$ 25,636,821.18	\$ 28,316,439.65	\$ 28,266,697.99	\$ 121,086.50	\$ 130,611.50	\$ 122,443.00	\$ 25,757,907.68	\$ 28,447,051.15	\$ 28,389,140.99	-0.20%
July	\$ 6,692,148.36	\$ 5,585,275.12	\$ 5,583,056.00	\$ 36,701.50	\$ 30,355.50	\$ 31,711.00	\$ 6,728,849.86	\$ 5,615,630.62	\$ 5,614,767.00	-0.02%
Total	\$ 305,619,126.77	\$ 320,049,812.39	\$ 339,537,641.67	\$ 1,553,309.18	\$ 1,575,191.68	\$ 1,542,293.95	\$ 307,172,435.95	\$ 321,625,004.07	\$ 341,079,935.62	6.05%
	% of Budget									
	107.79%									

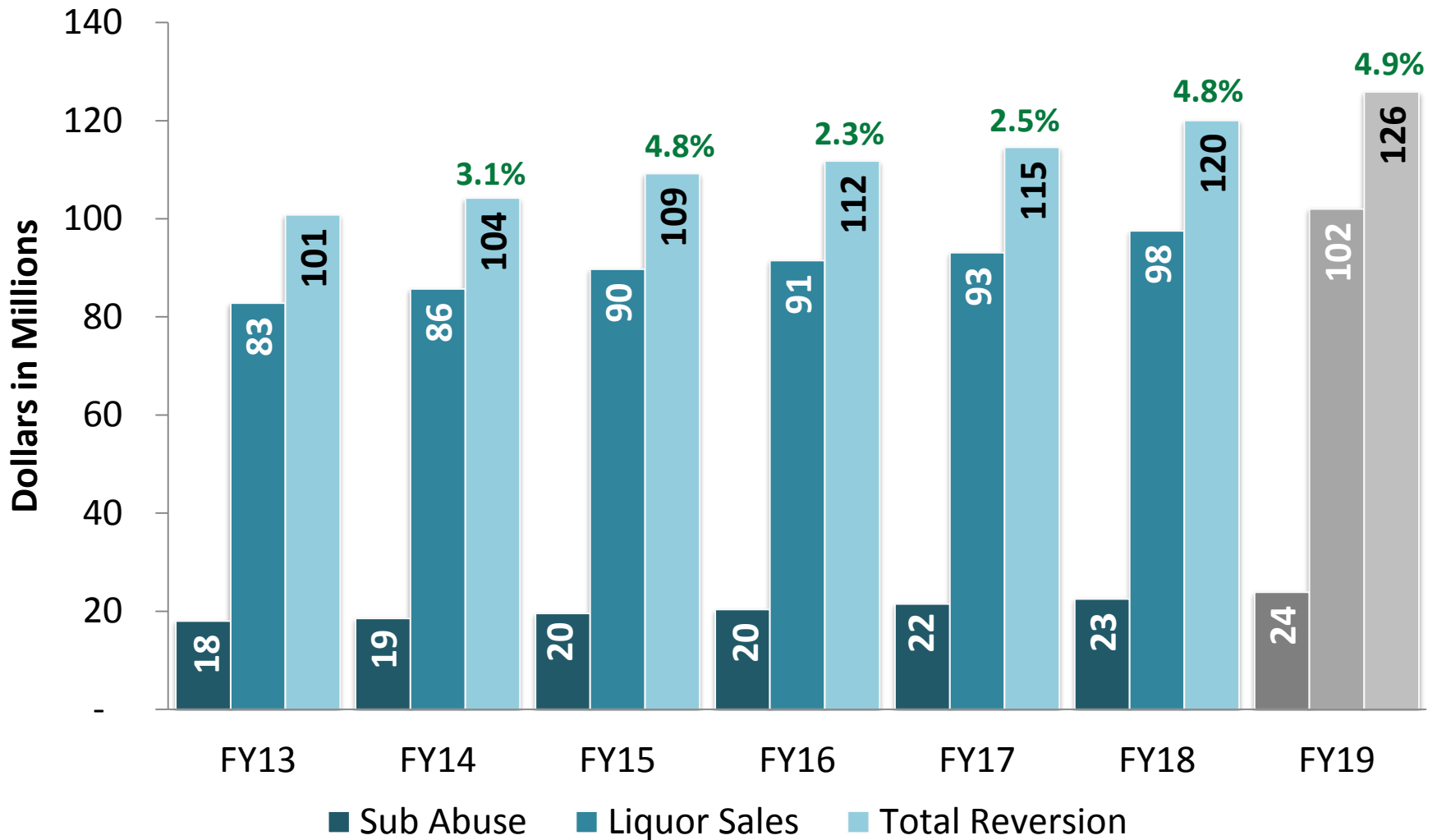
									FY 19 vs. FY 18	
	FY17	FY18	FY19	FY17	FY18	FY19	FY17	FY18	FY19	% Change
July	\$ 1,138,751.46	\$ 1,455,150.86	\$ 1,543,405.30	\$ 6,000,000	\$ 7,300,000	\$ 8,000,000	\$ 7,138,751.46	\$ 8,755,150.86	\$ 9,543,405.30	9.00%
August	\$ 1,920,005.23	\$ 1,810,790.79	\$ 2,044,685.98	\$ 7,000,000	\$ 6,500,000	\$ 7,500,000	\$ 8,920,005.23	\$ 8,310,790.79	\$ 9,544,685.98	14.85%
September	\$ 1,639,859.66	\$ 1,779,880.35	\$ 1,771,490.76	\$ 7,500,000	\$ 8,500,000	\$ 7,500,000	\$ 9,139,859.66	\$ 10,279,880.35	\$ 9,271,490.76	-9.81%
October	\$ 1,910,963.29	\$ 2,238,211.60	\$ 2,392,739.95	\$ 8,700,000	\$ 9,000,000	\$ 9,500,000	\$ 10,610,963.29	\$ 11,238,211.60	\$ 11,892,739.95	5.82%
November	\$ 1,912,518.34	\$ 1,716,572.35	\$ 1,978,522.71	\$ 9,000,000	\$ 7,000,000	\$ 9,000,000	\$ 10,912,518.34	\$ 8,716,572.35	\$ 10,978,522.71	25.95%
December	\$ 2,131,050.02	\$ 2,160,389.78	\$ 2,351,613.54	\$ 9,000,000	\$ 9,000,000	\$ 9,000,000	\$ 11,131,050.02	\$ 11,160,389.78	\$ 11,351,613.54	1.71%
January	\$ 1,579,884.82	\$ 1,818,580.71	\$ 1,785,304.61	\$ 6,500,000	\$ 7,500,000	\$ 8,000,000	\$ 8,079,884.82	\$ 9,318,580.71	\$ 9,785,304.61	5.01%
February	\$ 1,603,784.23	\$ 1,576,052.06	\$ 1,588,876.93	\$ 7,000,000	\$ 7,500,000	\$ 8,000,000	\$ 8,603,784.23	\$ 9,076,052.06	\$ 9,588,876.93	5.65%
March	\$ 1,730,044.27	\$ 1,636,385.44	\$ 1,894,815.61	\$ 8,000,000	\$ 8,000,000	\$ 9,000,000	\$ 9,730,044.27	\$ 9,636,385.44	\$ 10,894,815.61	13.06%
April	\$ 1,586,757.36	\$ 1,905,522.39	\$ 1,964,181.05	\$ 7,500,000	\$ 8,500,000	\$ 7,500,000	\$ 9,086,757.36	\$ 10,405,522.39	\$ 9,464,181.05	-9.05%
May	\$ 2,074,378.80	\$ 2,031,826.24	\$ 2,179,685.51	\$ 9,500,000	\$ 9,500,000	\$ 9,500,000	\$ 11,574,378.80	\$ 11,531,826.24	\$ 11,679,685.51	1.28%
June	\$ 1,803,053.54	\$ 1,991,293.58	\$ 1,987,239.87	\$ 7,300,000	\$ 7,600,000	\$ 9,500,000	\$ 9,103,053.54	\$ 9,591,293.58	\$ 11,487,239.87	19.77%
July	\$ 471,019.49	\$ 393,094.14	\$ 393,033.69	\$ 67,415	\$ 1,634,820	\$ -	\$ 538,434.49	\$ 2,027,914.14	\$ 393,033.69	-80.62%
Total	\$ 21,502,070.51	\$ 22,513,750.29	\$ 23,875,595.49	93,067,415	97,534,820	102,000,000	\$ 114,569,485.51	\$ 120,048,570.29	\$ 125,875,595.49	4.85%

Obligation	114,000,000	116,100,000	119,100,000
Over/Under Reversion	569,486	3,948,570	6,775,595
	100.50%	103.40%	105.69%

Present Sales and Reversion

N:\ABD Shared Perm\Financial Mgmt\Reports\FY 2019\Reversion Analysis FY19

Year Over Year Reversion Totals

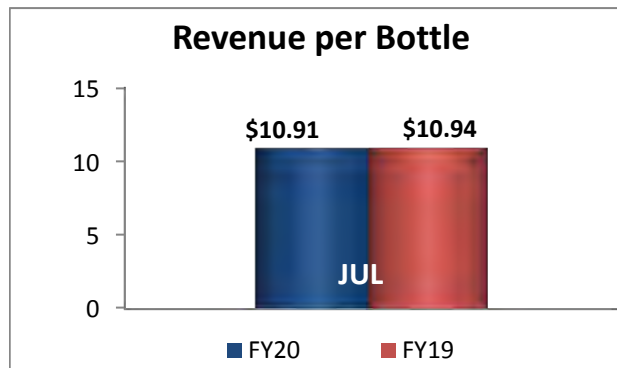
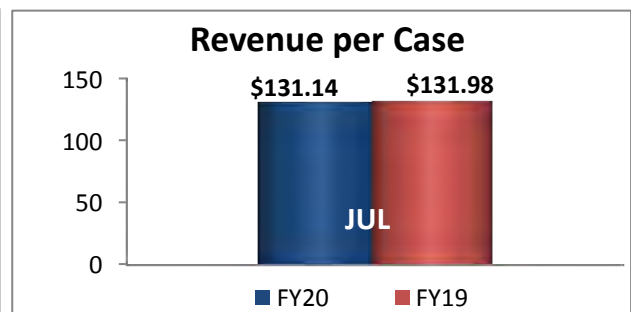
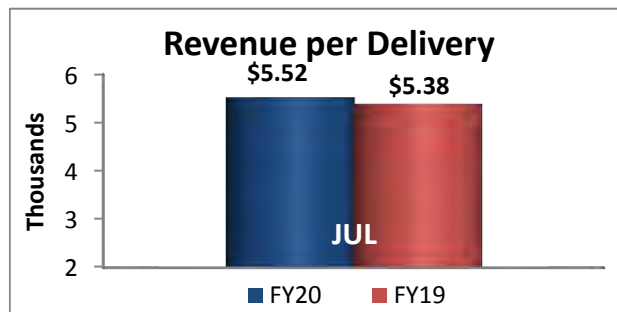


Iowa Alcoholic Beverages Division

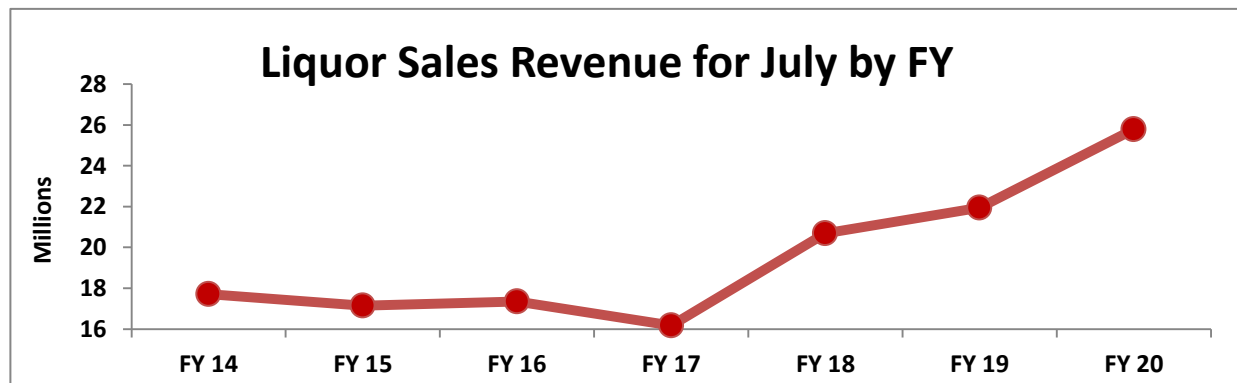
Financial Analysis

FY20 July Sales Comparison Year Over Year Cash Basis

Category	FY 2020	FY 2019	% Change
Liquor Sales	25,784,786	21,941,950	17.51%
Split Case Fee	118,886	106,697	11.42%
Bottle Dep and Sur	261,165	217,074	20.31%
Total Revenue	26,164,837	22,265,721	17.51%
Deliveries	4,741	4,137	14.60%
Orders	6,476	5,486	18.05%
Cases	199,511	168,707	18.26%
Bottles	2,398,782	2,036,053	17.82%



JUL Average Sale Days Comparison	
Month	YOY diff
JULY	+1
Total Through JUL	+1





ALCOHOLIC
BEVERAGES
DIVISION
State of Iowa

ABD Metrics July 1, 2019 - July 31, 2019

FY20 Current Financial Analysis

Metric	FY2020	FY2019	Trend	5 Year Average	4 Year Average
Total Liquor Sales YTD	25,784,785.84	21,941,950.21	17.51%	9.25%	11.07%
12 Month Moving Average	26,094,459.14	24,427,983.03	6.82%	5.09%	5.14%
Monthly Sale of Licenses	1,171,633.82	1,466,783.97	-20.12%		
Substance Abuse Reversion	1,813,256.99	1,543,405.30	17.48%		
Liquor Profits Reversion	8,000,000.00	8,000,000.00	0.00%		
Total General Fund Reversion YTD	9,813,256.99	9,543,405.30	2.83%		
Monthly Order Volume	6,476	5,469	18.41%		
Monthly picked Case Volume	198,943	168,707	17.92%		
Monthly Split Volume	282,344	242,093	16.63%		
Monthly Delivery Volume	4,741	4,137	14.60%		
Monthly Pick Volume	481,287	410,800	17.16%		

Key Performance Indicators (KPIs) Benchmarks

Metric	ABD FY2020	ABD FY2019	Best in Class Benchmark	Median Benchmark
Distribution Cost as a % of Sales	0.86%	1.58%	2.04%	5.00%
Distribution Cost as a % of Cost of Goods Sold	1.09%	2.68%	<1.6%	6.05%
Total Dist Cost Per Unit Picked Actual	0.46	0.84	\$0.30	\$1.04
Pick Price paid by ABD	0.36	-		

**Reversion Analysis
FY2019 / FY2018**

	Liquor Sales			Split Case Revenues			Total Revenue			FY 20 vs. FY 19 % Change
	FY18	FY19	FY20	FY18	FY19	FY20	FY18	FY19	FY20	
July	\$ 20,683,446.87	\$ 21,941,950.21	\$ 25,784,785.84	\$ 104,422.50	\$ 106,697.00	\$ 118,885.50	\$ 20,787,869.37	\$ 22,048,647.21	\$ 25,903,671.34	17.48%
August	\$ 25,737,769.80	\$ 29,079,661.16	\$ -	\$ 130,670.00	\$ 130,138.50	\$ -	\$ 25,868,439.80	\$ 29,209,799.66	\$ -	-100.00%
September	\$ 25,306,777.12	\$ 25,187,655.38	\$ -	\$ 120,085.00	\$ 119,355.50	\$ -	\$ 25,426,862.12	\$ 25,307,010.88	\$ -	-100.00%
October	\$ 31,832,046.93	\$ 34,040,646.72	\$ -	\$ 142,404.50	\$ 141,352.50	\$ -	\$ 31,974,451.43	\$ 34,181,999.22	\$ -	-100.00%
November	\$ 24,401,342.17	\$ 28,138,662.10	\$ -	\$ 121,120.00	\$ 125,948.00	\$ -	\$ 24,522,462.17	\$ 28,264,610.10	\$ -	-100.00%
December	\$ 30,720,456.69	\$ 33,450,486.60	\$ -	\$ 142,254.50	\$ 143,992.50	\$ -	\$ 30,862,711.19	\$ 33,594,479.10	\$ -	-100.00%
January	\$ 25,828,473.91	\$ 25,368,631.62	\$ -	\$ 151,250.50	\$ 135,719.95	\$ -	\$ 25,979,724.41	\$ 25,504,351.57	\$ -	-100.00%
February	\$ 22,403,643.21	\$ 22,588,926.88	\$ -	\$ 111,386.18	\$ 109,315.00	\$ -	\$ 22,515,029.39	\$ 22,698,241.88	\$ -	-100.00%
March	\$ 23,260,972.87	\$ 26,952,007.36	\$ -	\$ 115,962.00	\$ 116,787.00	\$ -	\$ 23,376,934.87	\$ 27,068,794.36	\$ -	-100.00%
April	\$ 27,087,806.47	\$ 27,928,735.23	\$ -	\$ 133,942.00	\$ 130,994.00	\$ -	\$ 27,221,748.47	\$ 28,059,729.23	\$ -	-100.00%
May	\$ 28,885,361.58	\$ 31,010,524.42	\$ -	\$ 140,727.50	\$ 127,840.00	\$ -	\$ 29,026,089.08	\$ 31,138,364.42	\$ -	-100.00%
June	\$ 28,316,439.65	\$ 28,266,697.99	\$ -	\$ 130,611.50	\$ 122,443.00	\$ -	\$ 28,447,051.15	\$ 28,389,140.99	\$ -	-100.00%
July-Aug (H/O)	\$ 5,585,275.12	\$ 5,583,056.00	\$ -	\$ 30,355.50	\$ 31,711.00	\$ -	\$ 5,615,630.62	\$ 5,614,767.00	\$ -	-100.00%
Total	\$ 320,049,812.39	\$ 339,537,641.67	\$ 25,784,785.84	\$ 1,575,191.68	\$ 1,542,293.95	\$ 118,885.50	\$ 321,625,004.07	\$ 341,079,935.62	\$ 25,903,671.34	-92.41%

	Substance Abuse			General Fund Reversion			Total Reversion			FY 20 vs. FY 19 % Change
	FY18	FY19	FY20	FY18	FY19	FY20	FY18	FY19	FY20	
July	\$ 1,455,150.86	\$ 1,543,405.30	\$ 1,813,256.99	\$ 7,300,000	\$ 8,000,000	\$ 8,000,000	\$ 8,755,150.86	\$ 9,543,405.30	\$ 9,813,256.99	9.00%
August	\$ 1,810,790.79	\$ 2,044,685.98	\$ -	\$ 6,500,000	\$ 7,500,000	\$ -	\$ 8,310,790.79	\$ 9,544,685.98	\$ -	14.85%
September	\$ 1,779,880.35	\$ 1,771,490.76	\$ -	\$ 8,500,000	\$ 7,500,000	\$ -	\$ 10,279,880.35	\$ 9,271,490.76	\$ -	-9.81%
October	\$ 2,238,211.60	\$ 2,392,739.95	\$ -	\$ 9,000,000	\$ 9,500,000	\$ -	\$ 11,238,211.60	\$ 11,892,739.95	\$ -	5.82%
November	\$ 1,716,572.35	\$ 1,978,522.71	\$ -	\$ 7,000,000	\$ 9,000,000	\$ -	\$ 8,716,572.35	\$ 10,978,522.71	\$ -	25.95%
December	\$ 2,160,389.78	\$ 2,351,613.54	\$ -	\$ 9,000,000	\$ 9,000,000	\$ -	\$ 11,160,389.78	\$ 11,351,613.54	\$ -	1.71%
January	\$ 1,818,580.71	\$ 1,785,304.61	\$ -	\$ 7,500,000	\$ 8,000,000	\$ -	\$ 9,318,580.71	\$ 9,785,304.61	\$ -	5.01%
February	\$ 1,576,052.06	\$ 1,588,876.93	\$ -	\$ 7,500,000	\$ 8,000,000	\$ -	\$ 9,076,052.06	\$ 9,588,876.93	\$ -	5.65%
March	\$ 1,636,385.44	\$ 1,894,815.61	\$ -	\$ 8,000,000	\$ 9,000,000	\$ -	\$ 9,636,385.44	\$ 10,894,815.61	\$ -	13.06%
April	\$ 1,905,522.39	\$ 1,964,181.05	\$ -	\$ 8,500,000	\$ 7,500,000	\$ -	\$ 10,405,522.39	\$ 9,464,181.05	\$ -	-9.05%
May	\$ 2,031,826.24	\$ 2,179,685.51	\$ -	\$ 9,500,000	\$ 9,500,000	\$ -	\$ 11,531,826.24	\$ 11,679,685.51	\$ -	1.28%
June	\$ 1,991,293.58	\$ 1,987,239.87	\$ -	\$ 7,600,000	\$ 9,500,000	\$ -	\$ 9,591,293.58	\$ 11,487,239.87	\$ -	19.77%
July-Aug (H/O)	\$ 393,094.14	\$ 393,033.69	\$ -	\$ 1,634,820		\$ -	\$ 2,027,914.14	\$ 393,033.69	\$ -	-80.62%
Total	\$ 22,513,750.29	\$ 23,875,595.49	\$ 1,813,256.99	97,534,820	102,000,000	8,000,000	\$ 120,048,570.29	\$ 125,875,595.49	\$ 9,813,256.99	4.85%

Obligation	116,100,000	119,100,000	120,000,000
Over/Under Reversion	3,948,570	6,775,595	(110,186,743)
	103.40%	105.69%	8.18%



Upcoming Key Dates

- **August 31** - End of the FY19 Hold open period
- **September 15** - Final Reversion for FY19
 - Memo to DOM for Carry Over
- **October 1** - FY21 Budget Request to DOM
- **October 27** - NABCA Administrator's Conference
- **Fall 2019** - Release of the FY18 Audit, TBD
- **December 10** - Commission review and release of the FY19 Annual Report, release date TBD

ALCOHOLIC BEVERAGES DIVISION[185]

Notice of Intended Action

The Alcoholic Beverages Division hereby proposes to amend Chapter 16, “Trade Practices,” Iowa Administrative Code.

Legal Authority for Rule Making

This rule making is proposed under the authority provided in Iowa Code section 123.10.

State or Federal Law Implemented

This rule making implements, in whole or in part, Iowa Code section 123.45(1).

Purpose and Summary

This rule making rescinds a rule that is obsolete due to enactment of 2019 Iowa Acts, House File 668. Previously, Iowa Code section 123.45(1) prohibited an alcoholic beverages industry member (a manufacturer or wholesaler) from having any interest, whether direct or indirect, in the ownership, conduct, or operation of an alcoholic beverages retailer. Rule 185—16.41(123) elaborated upon possible scenarios that could constitute a prohibited interest by an industry member in a retailer. With the enactment of House File 668, Iowa Code section 123.45(1) now allows an industry member to have an interest in the ownership, conduct, or operation of a retailer provided that retailer does not sell any alcoholic beverage products manufactured or sold by that industry member. Because of this allowance, rule 185—16.41(123) is no longer necessary.

Fiscal Impact

This rule making has no fiscal impact to the state of Iowa.

Jobs Impact

After analysis and review of this rule making, no impact on jobs has been found.

Waivers

Any person who believes that the application of the discretionary provisions of this rule making would result in hardship or injustice to that person may petition the Division for a waiver of the discretionary provisions, if any, pursuant to 185—Chapter 19.

Public Comment

Any interested person may submit comments concerning this proposed rule making. Written comments in response to this rule making must be received by the Division no later than 4:30 p.m. on October 29, 2019. Comments should be directed to:

Stephanie Strauss

Government Relations Officer

1918 SE Hulsizer Rd.

Ankeny, Iowa 50021

Email: strauss@iowaabd.com

Public Hearing

No public hearing is scheduled at this time. As provided in Iowa Code section 17A.4(1) “b,” an oral presentation regarding this rule making may be demanded by 25 interested persons, a governmental subdivision, the Administrative Rules Review Committee, an agency, or an association having 25 or more members.

Review by Administrative Rules Review Committee

The Administrative Rules Review Committee, a bipartisan legislative committee which oversees rule making by executive branch agencies, may, on its own motion or on written request by any individual or group, review this rule making at its regular monthly meeting or at a special meeting. The Committee’s meetings are open to the public, and interested persons may be heard as provided in Iowa Code section 17A.8(6).

The following rule-making action proposed:

ITEM 1. Rescind and reserve rule **185—16.41(123)**.

DRAFT

185—16.41 (123) Interest in a retail establishment.

16.41(1) An industry member is prohibited, directly or indirectly, from:

- a.* Acquiring or holding a partial or complete ownership interest in a retail establishment.
- b.* Acquiring or holding an interest in the real or personal property owned, occupied or used by the retailer in the conduct of the retail establishment.
- c.* Acquiring a mortgage on the real or personal property owned by the retailer.
- d.* Guaranteeing any loan or paying a financial obligation of the retailer, including, but not limited to, personal loans, home mortgages, car loans, operating capital obligations, or utilities.
- e.* Providing financial, legal, administrative or other assistance to a retailer to obtain a license or permit.

16.41(2) Reserved.

This rule is intended to implement Iowa Code sections 123.45 and 123.186.

[ARC 1992C, IAB 5/13/15, effective 6/17/15]

Schedule for Rule Making 2019

NOTICE† SUBMISSION DEADLINE	NOTICE PUB. DATE	HEARING OR COMMENTS 20 DAYS	FIRST POSSIBLE ADOPTION DATE 35 DAYS	ADOPTED FILING DEADLINE	ADOPTED PUB. DATE	FIRST POSSIBLE EFFECTIVE DATE	POSSIBLE EXPIRATION OF NOTICE 180 DAYS
Dec. 26 '18	Jan. 16 '19	Feb. 5 '19	Feb. 20 '19	Feb. 22 '19	Mar. 13 '19	Apr. 17 '19	July 15 '19
Jan. 11	Jan. 30	Feb. 19	Mar. 6	Mar. 8	Mar. 27	May 1	July 29
Jan. 25	Feb. 13	Mar. 5	Mar. 20	Mar. 22	Apr. 10	May 15	Aug. 12
Feb. 8	Feb. 27	Mar. 19	Apr. 3	Apr. 5	Apr. 24	May 29	Aug. 26
Feb. 22	Mar. 13	Apr. 2	Apr. 17	Apr. 19	May 8	June 12	Sep. 9
Mar. 8	Mar. 27	Apr. 16	May 1	May 3	May 22	June 26	Sep. 23
Mar. 22	Apr. 10	Apr. 30	May 15	**May 15**	June 5	July 10	Oct. 7
Apr. 5	Apr. 24	May 14	May 29	May 31	June 19	July 24	Oct. 21
Apr. 19	May 8	May 28	June 12	June 14	July 3	Aug. 7	Nov. 4
May 3	May 22	June 11	June 26	**June 26**	July 17	Aug. 21	Nov. 18
May 15	June 5	June 25	July 10	July 12	July 31	Sep. 4	Dec. 2
May 31	June 19	July 9	July 24	July 26	Aug. 14	Sep. 18	Dec. 16
June 14	July 3	July 23	Aug. 7	Aug. 9	Aug. 28	Oct. 2	Dec. 30
June 26	July 17	Aug. 6	Aug. 21	**Aug. 21**	Sep. 11	Oct. 16	Jan. 13 '20
July 12	July 31	Aug. 20	Sep. 4	Sep. 6	Sep. 25	Oct. 30	Jan. 27 '20
July 26	Aug. 14	Sep. 3	Sep. 18	Sep. 20	Oct. 9	Nov. 13	Feb. 10 '20
Aug. 9	Aug. 28	Sep. 17	Oct. 2	Oct. 4	Oct. 23	Nov. 27	Feb. 24 '20
Aug. 21	Sep. 11	Oct. 1	Oct. 16	Oct. 18	Nov. 6	Dec. 11	Mar. 9 '20
Sep. 6	Sep. 25	Oct. 15	Oct. 30	**Oct. 30**	Nov. 20	Dec. 25	Mar. 23 '20
Sep. 20	Oct. 9	Oct. 29	Nov. 13	**Nov. 13**	Dec. 4	Jan. 8 '20	Apr. 6 '20
Oct. 4	Oct. 23	Nov. 12	Nov. 27	Nov. 29	Dec. 18	Jan. 22 '20	Apr. 20 '20
Oct. 18	Nov. 6	Nov. 26	Dec. 11	**Dec. 11**	Jan. 1 '20	Feb. 5 '20	May 4 '20
Oct. 30	Nov. 20	Dec. 10	Dec. 25	**Dec. 26**	Jan. 15 '20	Feb. 19 '20	May 18 '20
Nov. 13	Dec. 4	Dec. 24	Jan. 8 '20	**Jan. 8 '20**	Jan. 29 '20	Mar. 4 '20	June 1 '20
Nov. 29	Dec. 18	Jan. 7 '20	Jan. 22 '20	Jan. 24 '20	Feb. 12 '20	Mar. 18 '20	June 15 '20
Dec. 11	Jan. 1 '20	Jan. 21 '20	Feb. 5 '20	Feb. 7 '20	Feb. 26 '20	Apr. 1 '20	June 29 '20
Dec. 26	Jan. 15 '20	Feb. 4 '20	Feb. 19 '20	Feb. 21 '20	Mar. 11 '20	Apr. 15 '20	July 13 '20

PLEASE NOTE:

Rules will not be accepted by the Publications Editing Office after **12 o'clock noon** on the filing deadline unless prior approval has been received from the Administrative Rules Coordinator and the Administrative Code Editor.

If the filing deadline falls on a legal holiday, submissions made on the following Monday will be accepted.

†To allow time for review by the Administrative Rules Coordinator prior to the Notice submission deadline, Notices should generally be submitted in RMS four or more working days in advance of the deadline.

****Note change of filing deadline****