

Chapter 07 Procedure for Listing Alcoholic Beverage Items

- 100 New listings will be considered every other month by the Department. In order for a product to be considered for listing, it must have met or exceeded a rolling twelve (12) month sales revenue formula as set forth by the Division. The manufacturer must also be in compliance with the inventory management guidelines as set forth by the Division.
- 101 In addition, the Department retains full discretion to list or not list any product. Each company or agent shall submit to the Division the new items it wishes to list.
- 102 Products must be quoted in case units as provided by the manufacturer. Strapping or taping cases together or subdividing cases into units other than the manufacturer's original case unit is prohibited. Once approved, products shall be shipped to the LDC Warehouse in original case units as provided by the manufacturer.
- 103 Unique products or classes of products may, at the discretion of the Division, be separated from the wine or spirit categories and given its own minimum revenue and case sales requirements as circumstances dictate.
- 104 The total revenue from sales shall equal the case cost, at wholesale, multiplied by the number of cases sold during the rolling twelve (12) month period. This formula is based on cases actually sold to permittees and not based on cases ordered. Cases which are ordered by permittees but not sold due to the fact that the product ordered is out of stock or for any other reason will not be considered in the application of the formula.
- 105 Furthermore, any special order item that meets or exceeds the rolling twelve (12) month sales revenue formula may, at the Department's discretion, be placed in the Division's Price List.
- 106 One-of-a-kind and holiday items are exempt from the quota requirements. No holiday item shall contain cash, coupons, rebates, or any items subject to spoilage.
- 107 Price changes will be considered four (4) times each year and will become effective on the following dates: February 1, May 1, August 1, and November 1. All price change request must be placed with the Division at least 60 days prior to the requested effective date.
- 108 Each bottle of native wine shall have clearly imprinted on the label the words Mississippi Native Wine.
- 109 (Reserved)

Chapter 07 Procedure for Listing Alcoholic Beverage Items

- 100 New listings will be considered ~~at any time~~ every other month by the Department. In order for a product to be considered for listing, it must have met or exceeded ~~the nine (9)~~ a rolling twelve (12) month sales revenue formula ~~outlined below and as set forth by the Division.~~ ¶The manufacturer must also be in compliance with the inventory management guidelines as set forth by the Division.
- 101 In addition, the Department retains full discretion to list or not list any product. Each company or agent shall submit to the Division the new items it wishes to list.
- 102 Products must be quoted in case units as provided by the manufacturer. Strapping or taping cases together or subdividing cases into units other than the manufacturer's original case unit is prohibited. Once approved, products shall be shipped to the LDC Warehouse in original case units as provided by the manufacturer.
- ~~103 For spirits, the total revenue from sales must be greater than \$4,500 during the nine (9) month period beginning May 1st and ending January 31st. The Division shall review the minimum dollar limit on an annual basis and make changes as circumstances dictate.~~
- ~~104 For wines, the total revenue from sales must be greater than \$3,500 during the nine (9) month period beginning May 1st and ending January 31st. The Division shall review the minimum dollar limit on an annual basis and make changes as circumstances dictate.~~
- 1053 Unique products or classes of products may, at the discretion of the Division, be separated from the wine or spirit categories and given its own minimum revenue and case sales requirements as circumstances dictate.
- 1064 The total revenue from sales shall equal the case cost, at wholesale, multiplied by the number of cases sold during the ~~nine (9)~~ rolling twelve (12) month period. This formula is based on cases actually sold to permittees and not based on cases ordered. Cases which are ordered by permittees but not sold due to the fact that the product ordered is out of stock or for any other reason will not be considered in the application of the formula.
- 1075 Furthermore, any special order item that meets or exceeds the ~~nine (9)~~ rolling twelve (12) month sales revenue formula may, at the Department's discretion, be placed in the Division's Price List.
- 1086 One-of-a-kind and holiday items are exempt from the quota requirements. No holiday item shall contain cash, coupons, rebates, or any items subject to spoilage.
- 1097 Price changes will be considered four (4) times each year and will become effective on the following dates: February 1, May 1, August 1, and November 1. ~~Such changes to be~~

~~considered for February 1, must be filed with the Division by December 1; for May 1, by March 1; for August 1, by June 1; for November 1, by September 1. All price change request must be placed with the Division at least 60 days prior to the requested effective date.~~

~~1408~~ Each bottle of native wine shall have clearly imprinted on the label the words Mississippi Native Wine.

~~1409~~ (Reserved)

35.II.4.07 revised effective November 1, 2019