

# Listing Manual

Iowa Alcoholic Beverages Division



ALCOHOLIC  
BEVERAGES  
DIVISION  
State of Iowa

# Iowa Alcoholic Beverages Division Listing Manual

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## Listing Process

The listing process is started when a licensed broker or distiller presents a product to the Iowa Alcoholic Beverages Division (Division) for listing consideration. A committee, comprised of Division staff members, considers the product including packaging, category trends and saturation, appeal, social responsibility and marketing in order to make a recommendation to the Division administrator. The administrator has the authority to determine “the class, varieties, and brands of alcoholic liquors to be kept in state warehouses” pursuant to Iowa Code section 123.21(3).

The Division is responsible for “the protection of the welfare, health, peace, morals and safety of the people of the state.” Iowa Code § 123.1. Therefore, the Division has the authority to refuse this product if it does not meet the standards for which the Division is accountable. The Division’s mission includes “responsible regulation” and “promoting health,” therefore the Division strives to ensure that products listed do not contradict those directives.

# Section

# 1

## Listing Liquor Products

Brand, size, price, and flavor will all be taken into consideration when listing products. The Division will focus on variety vs. duplication of product to protect sales and revenue.

- All listing requests shall be submitted to the Administrator of the Iowa Alcoholic Beverages Division at 1918 SE Hulsizer Road, Ankeny, Iowa 50021.
- All requests for new items will be answered no later than 14 days following presentation.
- No listing requests will be accepted in October, November, and December.
- Any supplier or broker will not be allowed a listing meeting while out of stock on any product.

## Listing 750 ML and Liter Sizes of Same Product

- Revised general policy requires that the initial listed size (750 ML or liter) must achieve and maintain significant annual sales BEFORE and AFTER a listing of the second size.
  - 750 ML annual sales of \$50,000 in revenue, must be achieved before the addition of a liter size will be considered.

- Liter annual sales of \$50,000 in revenue, must be achieved before the addition of a 750 ML will be considered.
- The addition of the second size must increase total case sales of the brand by 15% within 12 months or it will be subject to delisting at the discretion of the Division.

## Requests for Initial Multiple Size Listings

The Division will exercise discretionary authority when making decisions on new multiple size listing requests.

## Listing Status

Upon approval of the listing, the item will be assigned a status of a regular bailment or special order listing.

- Special order brands are only received into the warehouse to fill a wholesale or retail customer request.

## Label Approval

### Label Approval and Product Code Number

Alcohol and Tobacco Tax and Trade Bureau (TTB) Label Approval must be obtained prior to any product being listed in Iowa. Once label approval has been obtained, an application must be submitted to the National Alcohol Beverage Control Association (NABCA) (703.578.4200) for a Control State Code Number (CSC). Each case shall display the CSC, Universal Price Code (UPC) and Shipping Container Code (SCC) numbers and bar codes.

## Value Pack Pricing and Composition

- If the added value pack item has a different bottle-per-case count and/or the process is different than the regular item (without promotional item), the package must have a UPC number that is unique to the value pack and placed so that it is easily scanned.

- The Division's decision to approve any value packs will be based on the quality of the premium item, its relationship to the specific product or liquor beverage in general, and the sales potential of the package.
- Value packs will be broken down and the liquor products placed with other regular priced bottles at the discretion of the Division.
- Code conversion disposition of promotional items are at the administrator's discretion.
- The Division expects all value packages to be removed from the warehouse in 90 days. Any value product left after 90 days will be picked up by the supplier at a cost of \$10 per case.

## Other Promotions

Mail-in manufacturer rebates and coupons for liquor products are allowable, provided they meet federal regulations found in 27 C.F.R, parts 6, 8, and 11. Therefore, it is the burden of the supplier to ensure compliance with federal and state laws in regards to mail-in rebates and coupons.

## The Listing Appeal Process

- The product to be listed will first be presented to the Division, as normal.
- If the Division decides not to list the product, the company has an opportunity to come back in six months to present the product for a second time.
- If the Division rejects this product a second time, the company has the option of appealing to the Iowa Alcoholic Beverages Commission.
- At this point, the Commission will decide whether to hear the appeal. Appeals will be conducted at a regularly scheduled Commission meeting.

# Delisting Liquor Products

## Section

# 2

- In order to maintain an assortment of liquor products that reflect customer demand and inventory productivity, the Division conducts quarterly delisting product reviews. The Product Delisting Criteria is included in this manual.
- The current cycle is a 12 month case sales report from a date determined by the Division.
- Delisting will be done in September, December, March, and June.

### Criteria for Delisting

- \$15,000 or less in revenue for one year
- Item must obtain 2% of sales or 2% of revenue within category by size
- New items measured in 6 month intervals with set goals

#### Other considerations:

- 25% or more sales increase in the last year
- Transferability of the shopper to another like item in the same segment
- Iowa suppliers' representatives will be notified of delisted products via email 30 days prior to delisting.
- Iowa suppliers' representatives will have 30 days to set up a meeting to discuss the delisted product.
- Offers of closeout provided on delisted products in bailment will be considered based on the amount of discount, the months of supply remaining in the warehouse, and the months of supply represented by the quality of products still in bailment.
- Closeout discounts offered should reflect distressed merchandise conditions and be set at a minimum of 25% less than regular cost per case.
- Items delisted can be presented again after one year from delisted date.

# Bailment Inventory System

# Section

# 3

The term “Bailment” means delivery of personal property by a bailor (supplier) to a bailee (the Division) for specific purposes under an express or implied agreement of both parties. When those purposes are accomplished, the property will either be returned to the bailor, held by bailee until the bailor reclaims it, or disposed of according to the agreement.

Suppliers ship listed products into the Division warehouse, the Division sells it to retailers and the Division then pays suppliers for products and provides suppliers with accurate accounting of the inventory<sup>1</sup>. The State of Iowa is the sole wholesaler of all distilled spirits in Iowa. Suppliers may not sell directly to retailers or consumers. To list a product in Iowa call 515.281.7416.

Suppliers are requested to furnish the Division with name, address and phone number of a bailment contact person using the “Bailment Contact Information” form (Exhibit A). The contact person will represent the supplier in all dealings with the Division regarding bailment inventory.

A “Bailment Authorization Form” (Exhibit B) granting the Division authority to effect the removal of the supplier’s product from bailment by the Division through shipment on a continuing basis will be requested from the supplier’s designee or agent. The “Bailment Authorization Form” will be provided to each supplier by the Division and should be returned prior to the supplier’s product being added to the bailment inventory.

The Division requests that an authorized representative of the supplier execute a “Bailment Hold Harmless Agreement” (Exhibit C) which states the company will hold the Division harmless for losses incurred due to fire, water, or other damage by the elements while the supplier’s inventory is stored at the Division Warehouse. The Division will not cover costs or carry insurance for such losses.

<sup>1</sup> Bailment is not to be confused with “consignment sales” as consignment sales are illegal as specified by the Alcohol and Tobacco Tax and Trade Bureau (TTB).

Attached:

Bailment Contact Information, page 14

Bailment Authorization Form, page 15

Bailment Hold Harmless Agreement, page 16

## Bailment Policies

Vendors must furnish the Division with a “Standard Quotation and Specification” form (Exhibit F) for each active item code carried by the Division. New quotation forms must show the Freight on

Board (FOB) Point as Ankeny, Iowa. Quotations must list the “Net FOB Ship Point” case cost (Line 41) and “US Freight” (Line 42)<sup>1</sup> as separate items.

New quotation forms will be submitted 45 days in advance of the effective bailment date<sup>2</sup>. Suppliers may waive the requirement by submitting a letter authorizing the Division to use present quotation forms. The total case cost paid to suppliers will be the FOB delivered price, or “Total Invoice Cost” (Line 47).

The Division will provide suppliers with a current “Inventory Status Report” (Exhibit D) on a weekly basis. The report will reflect current Division inventory and on-order quantities for each item and will assist suppliers in determining bailment inventory orders. At the time of listing presentation, suppliers will provide the Division with one bottle of the proposed product. The Division and suppliers will establish inventory levels based on projected sales.

<sup>1</sup>Including a \$1.00 bailment fee on line 41.

<sup>2</sup>Permanent price changes are allowed only on February 1, May 1, August 1, and November 1 of any year. The price changes are due 60 days prior to the effective date.

Attached:

Inventory Status Report, page 17

## Ordering Merchandise

Suppliers are responsible for determining quantities of merchandise delivered to the Division warehouse for storage and must maintain no more than an 8-week inventory supply. For ease of warehouse operations, the Division requests suppliers deliver merchandise in pallets or layer quantities when possible.

The Division requests supplier’s notification of quantities, by code, being ordered for delivery to the Division warehouse at least 48 hours in advance of shipment. The Division will then provide the supplier with an unloading reference number, or release number. Suppliers will furnish the carrier with the release number.

The Division requires carriers contact the Division inventory manager or designee to obtain an unloading appointment time. The carrier should indicate the supplier and the Division unloading reference number when scheduling the appointment. Carriers should call at least one week in advance to arrange the unloading time as unloading times are frequently booked seven to ten working days in advance. Trucks arriving without appointments and reference numbers will be assessed additional fees.



# Special Orders

While the Division maintains a diverse selection of listed liquor products, occasionally customers request products not currently listed in Iowa. Such requests are referred to as special orders. Special orders are non-listed products not stocked in the warehouse nor listed in the Division price book for order on demand. As the Division cannot store products that are unique and infrequently requested, they can be obtained on an individual basis through the special order program.

Special order requests are placed with Division's online order entry or directly to the special order manager by phone, fax, or e-mail. Special order requests should be specific as to correct product name, brand, size and supplier if known.

When a product is not on file, it must be located via supplier contacts, reference lists or the internet for availability. If a U.S. supplier is found and a product is not available or a supplier cannot be found, the customer is informed the product is not available at that time. If additional information regarding availability is obtained at a later date, the Division will attempt to contact the customer to follow up on the request.

Specially ordered products can take on average six weeks for delivery into the Division warehouse. Delivery times vary as some suppliers ship more frequently or need less lead time to process special orders than others. When received by the Division, the product is scheduled for shipment to the customer on the next order delivery day. Returns are not accepted on special order products unless deemed appropriate by the Division.

Special orders may be placed for an individual consumer or for placement on store shelves. Special orders can provide a unique product for the store, introduce a new product into the market or expand a product line with various sizes. Special orders can create a demand for a product thus leading to a listing in the regular system. The program has been very successful and mutually rewarding for the Iowa Alcoholic Beverages Division and its customers.

# Product Outages

The supplier of a product on Temporary Price Reduction (TPR) or promotion that is out of stock in the Division warehouse will be required to extend the TPR to the following bailment period. Should the supplier decline to extend the TPR, the product will not be allowed to post a TPR for 6 months in the future. Extended outages will result in the product being discontinued from the Iowa Bailment System.

# New Vendor Checklist

1. Certificate of Compliance
2. Bailment Authorization Form
3. Bailment Contact Information
4. Hold Harmless Agreement
5. Control State Code (CSC)
6. Five Cent (5¢) Refund Information
7. SCC Label on the Case
8. Bailment Fee on the Price Quote

## Case Code Label Instructions

# Section

# 4

1. The actual size of the case code label is 4" x 6".
2. Case code labels should be printed on white stock paper with black lettering unless otherwise approved.
3. Case code labels shall include the following:
  - Product description with size included
  - Control State Code (CSC)
    - The three-digit prefix that identifies class and type
    - The unique CSC number omitting all leading zeros
    - The two digit suffix identifying the size

The Control State Code number should be 7/8" to 1" high. The prefix and suffix number should be 1/4" to 1/2" high.

- Universal Price Code (UPC) Symbology should be located in the lower left-hand corner of the case code label
- The label should be located on an end panel

## Shipping Container Code

All merchandise shall have a 14-digit shipping container code (SCC-14). The bar code shall be readable by Division warehouse scanning equipment.

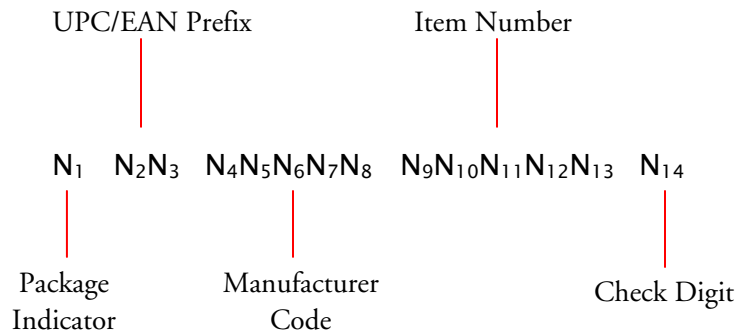
### Application Standard for Shipping Container Codes

- Minimum print quality grade is 1.5(C)
- Measurement aperture is 0.01" (0.254 mm)
- Inspection wavelength is 670 nm + 10 nm

NOTE: The minimally acceptable grade of 1.5/10/670 applies to the final symbol at its point of use. It is appropriate to strive for a higher symbol grade at the point of printing to allow for process variations and possible degradation from packaging, storage, shipping and handling. Wherever practical, it is recommended that the symbol grade as printed should equal or exceed 2.5/10/670.

## SCC Content

A SCC-14 number consists of 14-digits started with an indicated digit and ended with a check digit. The check digit is calculated according to the UCC/EAN algorithm (same as UPC/EAN check digit).



A SCC-14 number contains the following information:

- Digit 1: Package indicator (PI)
- Digits 2-3: UPC numbering system/EAN country prefix
- Digits 4-8: Manufacturer code
- Digits 9-13: Item identification number
- Digit 14: Check digit

The first digit, Package Indicator (PI), indicates package variants. For example, you package the same product into two different cases with 1 case containing 10 items and another containing 12. You assign 1 for the first case and 2 for the second. However, there is no standard mandating how many items should be placed in the case for PI=1. The quantity is checked against the database.

In two cases you may assign PI=0. The first case is to indicate the item number identifying a container is different from the item number on the units inside the container. The second case is when the container contains 1 unit of the item. When stored in the database, a 12-digit UPC or 13-digit EAN code is stored into a 14-digit numeric format. The 14-digit is identical to the SCC-14 with PI=0.

## Print Contrast and Tolerances

These two concepts have been used historically to evaluate the quality of printed bar code symbols. Printers may wish to continue using print contrast or tolerances in setting up their processes, although neither of these measures is explicitly part of this standard.

Symbol contrast using the ANSI X3.182 method will typically be somewhat more lenient than the reflectance and PCS requirements given by the ANSI/USS-3, U.P.C. Shipping Container Code and Symbol Specification Manual, which has been replaced by this document.

Similarly, decidability will always be more lenient than the previously published tolerances. Bar and space dimensions of Interleaved 2-of-5 are not as critical as when the old specifications were established.

### **Symbol Location**

All bar codes (UPC, EAN, SCC-14 and other Als & Data) shall be printed and placed in a vertical bar configuration (Picket fence). Placement of bar codes is independent of print technology and symbology employed.

### **Transport Packages Less than 39 Inches (1M)**

For transport packages 39 inches (1m) or less in height including cases, placement of the symbol shall comply with the following specifications:

- The bottom edge of the bar code that contains the SCC-14 or the SSCC-18 should be located 1.25" + 0.125" from the container's natural bottom. It shall appear on a minimum of one side and should appear on two adjacent sides. Symbol location requirements vary by industry and throughout the supply chain. Adjacent side placement resolves these requirements. Therefore, one side placement should be chosen cautiously, and only with a complete understanding of all supply chain trading partner requirements.
- The outer edge of the quiet zone shall be no closer than 0.75" to the edge of the vertical face. It is recommended the outermost bar (excluding the bearer bar) be no closer than 1.25" to the edge of the vertical face.
- It is important to maintain these locations to ensure scanning in automated environments and to prevent damage of the bar code due to edge crush. Placement specifications are independent of print technology and symbology.

### **Avoid Red Ink**

Avoid using red ink for the SCC. Black generally provides the greatest contrast.

### **Ensure White Space**

If the SCC is enclosed within a border, ensure that there is at least  $\frac{1}{8}$ " of white space between the border and the first and last vertical bars of the SCC.

### **Maximum Contrast**

Maximum contrast between the SCC and the background will produce maximum readability.

### **SCC Placement**

Do not place the SCC to the immediate right or left of the UPC as the scanner may read only the UPC or may try to read both.

## Notification

Notify Iowa ABD in advance of any changes to UPC or SCC.

## Shipping Merchandise

All merchandise arriving at the Division warehouse shall be on a #1, 40" x 48" hardwood pallet. Trucks arriving with merchandise not on the hardwood pallet as noted above will be assessed a \$200 per pallet fee.

Pallets that are straight-stacked (no cross-tie of cases) are not allowed overhang on the pallet.

Pallets that are cross-tied and shrink-wrapped are allowed up to a maximum of four inches of overhang on the pallet.

When mixed product is received on a pallet, the pallet must separate layers of different coded product containing the same codes to one pallet. Re-palletizing product will cost \$40.

Merchandise must be shrink-wrapped with two layers or equivalent.

## Iowa Bottle Deposit Policy

1. The phrase "Iowa Refund 5¢" or "IA 5¢" must be displayed on all spirit containers.
2. The wording must be placed on top of a metal container and must be noticeable on a glass or plastic container. The wording is not allowed on the bottom of a container.
3. The wording must be 1/8 inch if the notice is embossed on the bottle or 1/4 if otherwise attached to the bottle.
4. The wording may be embossed, incised, printed in a high contrasting color, stamped or labeled, or any other method that is department approved.
5. The wording may be in the same or different typestyle as the typestyle on the label.
6. The wording may be pre-printed or overprinted on the label, or ink jet may be used.
7. Rubber stamps or ink that will smudge or that can be wiped off may not be used.
8. The requirements include all brands and sizes carried by the Division.
9. The Division has developed an alternative method of marking certain products that are exempt from this policy.

Stamps have been produced and will be sent to suppliers to be affixed to each bottle prior to shipment to the Division. Suppliers will be billed for these stamps at the rate of .005¢ each (\$5.00 per 1,000). Postage/shipping charges will also be billed to the supplier.

The quantity of stamps sent to each supplier is based upon one year's projected sales of each product. Additional stamps may be requested from the Division products manager.

Once the supplier receives the initial supply of stamps, subsequent shipments of product must arrive at the Division with the stamps affixed to each bottle.

1. Stamps may be placed anywhere on the container except for the cap or the bottom of the container.

Product arriving at the Division without stamps affixed to each bottle will be stamped by warehouse personnel and the supplier will be charged.

## BAILMENT CONTACT INFORMATION

**SUPPLIER NAME:**

---

BAILMENT CONTACT PERSON

NAME:

---

TITLE:

---

MAILING ADDRESS:

---

---

---

TELEPHONE NUMBER:

---

FAX NUMBER:

---

E-MAIL:

---

**ORDER ACCEPTANCE INDIVIDUAL OR AGENT**

NAME:

---

TITLE:

---

MAILING ADDRESS:

---

---

---

TELEPHONE NUMBER:

---

FAX NUMBER:

---

E-MAIL:

---



Exhibit B



BAILMENT AUTHORIZATION FORM

\_\_\_\_\_ (date)

I, \_\_\_\_\_, am the agent or individual designated by  
(name)

\_\_\_\_\_ of \_\_\_\_\_  
(supplier) (address)

\_\_\_\_\_ to accept orders from the Iowa Alcoholic  
(city, state, zip)

Beverages Division (Division) of the Iowa Department of Commerce for products stored by said supplier in bailment at the Division warehouse, Ankeny, Iowa. This document will serve as authorization for the Division warehouse to effect all shipments of bailment products dated

\_\_\_\_\_ through \_\_\_\_\_ from aforementioned  
supplier to the Iowa Alcoholic Beverages Division.

It is the supplier's responsibility to inform the Division of ownership changes.

\_\_\_\_\_  
(signature)

\_\_\_\_\_  
(date)

# Exhibit C



## BAILMENT HOLD HARMLESS AGREEMENT

\_\_\_\_\_  
(Supplier)

\_\_\_\_\_  
(Authorized Representative)

\_\_\_\_\_  
(Address)

\_\_\_\_\_  
(Title of Representative)

\_\_\_\_\_  
(City, State, Zip)

\_\_\_\_\_  
(Telephone Number)

Supplier agrees to hold harmless the Iowa Alcoholic Beverages Division (Division) of the Iowa Department of Commerce, its officers, employees, and the State of Iowa for losses to the supplier's inventory stored at the Division warehouse as a result of fire, storm, flood, or other acts of God, and does hereby release the Division and the State of Iowa from liability from such inventory losses.

\_\_\_\_\_  
(Signature) (Date)

# Inventory Status Report

REPORT NO. G922/110  
 PAGE 5  
 DATE 03/08/2002 16:49:23

IBLCD INVENTORY SYSTEM  
 WAREHOUSE INVENTORY STOCK STATUS  
 AS OF DATE 03/08/2002

VENDOR NUMBER 35 - BACARDI U.S.A., INC.

LOCATION NUMBER 1 - VENDOR CASE STORAGE WAREHOUSE

ABD ITEM CODE	DESCRIPTION	PACK	SIZE	BEGINNING INVENTORY	MONTH-TO-DATE SHIPMENTS	ADJUSTMENTS	TRANSFERS IN/OUT	DAILY ENDING INVENTORY	DAILY OBLIGATED INVENTORY	DAILY AVAILABLE INVENTORY	ON ORDER	MAXIMUM LEVEL
43387	CASTIL WH RUM	12	33.8	133	42			91			91	626
43388	CASTIL WH RUM	6	59.2	223	24			199			199	265
64136	AMAR SARONNO	12	25.4	26				26			26	106
64336	H&B LIQU DOM	12	25.4	83	5			78			78	99
64416	BENEDICT LIQ	12	25.4	22	1			21			21	9
64876	DRAMBU SC LQ	12	25.4	82	9			73			73	142
64880	DRAMBU SC LQ	12	12.7	23				23			23	9
TOTAL				4,860	2,379	670		6,569			6,569	

AVAILABLE INVENTORY CASES	6,569	592,038.24
OBLIGATED INVENTORY CASES	670	
TOTAL ON-FLOOR INVENTORY CASES	6,569	592,038.24



ALCOHOLIC  
BEVERAGES  
DIVISION  
State of Iowa

# STANDARD QUOTATION AND SPECIFICATION FORM

IOWA ALCOHOLIC BEVERAGES DIVISION

\* WITH SHIPMENTS ON AND AFTER

STATE <b>IOWA</b>		NABCA CODE:						
VENDOR NAME:		EMAIL:		DATE SUBMITTED:				
BRAND NAME:		EFFECTIVE DATE:*						
<input type="checkbox"/>	BAILMENT	<input type="checkbox"/>	SPECIAL ORDER PURCHASE				<input type="checkbox"/>	STATE STOCK
TYPE:		CLASS:						
AGE/VINTAGE:		PROOF ALCOHOL:		<input type="checkbox"/>	DOMESTIC	<input type="checkbox"/>	IMPORT	
DISTILLER/PRODUCER:		ADDRESS:						
BOTTLER:		ADDRESS:						
SOLD UNDER ANY OTHER LABEL?		NO <input type="checkbox"/>	YES <input type="checkbox"/>	PROOF:	AGE:	EXPLAIN:		
PRIMARY SHIP POINT:		FOB POINT: <b>ANKENY IA</b>			FRT. PER CWT:			
OTHER SHIP POINTS: 2.		3.						
<input type="checkbox"/>	NEW ITEM	<input type="checkbox"/>	CASE COST CHANGE		<input type="checkbox"/>	PACK CHANGE		
<input type="checkbox"/>	AGE/PROOF/VINTAGE CHANGE	<input type="checkbox"/>	VENDOR CHANGE		<input type="checkbox"/>	OTHER		
<input type="checkbox"/>	SCC/UPC CHANGE	<input type="checkbox"/>	PALLET/TIER/WEIGHT CHANGE		<b>MINI BOTTLE PACKS</b>			
<b>BOTTLE SIZE</b>	<b>1.75 L</b>	<b>Liter</b>	<b>750 ml</b>	<b>375 ml</b>	<b>200 ml</b>	<b>100 ml</b>	<b>50 ml</b>	<b>Btls per Sleeve</b>
OUNCES PER BOTTLE	59.2	33.8	25.4	12.7	6.8	6.8	1.7	
UNIT PACK (SLEEVES PER CASE FOR MINI'S)	6	12	12	24	24	48	24	
VENDOR NO. UPC (COMPANY - 0-00000)								
VENDOR NO. UPC (PRODUCT - 00000-0)								
SHIP CONTAINER CODE SCC (FIRST - 000-00000)								
SHIP CONTAINER CODE SCC (LAST - 00000-0)								
<b>NABCA CODE</b>								
CASES PER PALLET								
CASES PER LAYER/TIE								
CASE WEIGHT (LBS)								
NET COST FOB SHIP POINT								
U.S. FREIGHT								
BAILMENT CHARGE	<b>1.00</b>	<b>1.00</b>	<b>1.00</b>	<b>1.00</b>	<b>1.00</b>	<b>1.00</b>	<b>1.00</b>	
ADD DISCOUNT OR INSERT NET	<b>NET</b>	<b>NET</b>	<b>NET</b>	<b>NET</b>	<b>NET</b>	<b>NET</b>	<b>NET</b>	
<b>TOTAL INVOICE COST PER CASE</b>								
(IN BOND) YES <input type="checkbox"/>	NO <input type="checkbox"/>							
CASE DIMENSIONS (LxWxH) (INCHES)								
MIN. SHIPPING QUANTITY								
LAST/PREVIOUS QUOTED PRICE								
DATE OF LAST/PREVIOUS QUOTE								
CASE COST INCREASE (DECREASE)								
<b>COST PER BOTTLE /SELLING UNIT/SLEEVE</b>								
REMARKS:								
TERMS (DISCOUNT)								
ARE THE ABOVE PRICES THE LOWEST QUOTED TO ANY OTHER CUSTOMER? YES <input type="checkbox"/>				NO <input type="checkbox"/>				
ABD BOARD USE ONLY				REPRESENTATIVE FOR THE STATE				
				Name:				
				Address:				
				City:		State:		Zip:
				Phone:		Fax:		
WE CERTIFY THAT THE FOREGOING IS CORRECT								
FED ID # :								
BY:								
TITLE:								



# IOWA ALCOHOLIC BEVERAGES DIVISION

## PRODUCT LISTING CRITERIA WORK SHEET

REPRESENTATIVE:		EMAIL:	
VENDOR NAME:		DATE SUBMITTED:	
PRODUCT NAME:		BROKER:	
TYPE:	CLASS:	LITER:	
PROOF ALCOHOL:	AGE:	<input type="checkbox"/> DOMESTIC	<input type="checkbox"/> IMPORT

### SALES / MARKETING INFORMATION

FACEBOOK FRIENDS #:	0	<input type="checkbox"/>	PREMISE
TWITTER FOLLOWERS #:	0	<input type="checkbox"/>	OFF PREMISE

### PRICING (3 ALLOWED PER CATEGORY)

PRICE POINT \$	YES	NO
IOWA MARKETING \$	<input type="checkbox"/>	<input type="checkbox"/>
NATIONAL MARKETING \$	<input type="checkbox"/>	<input type="checkbox"/>
IOWA SAMPLES \$	<input type="checkbox"/>	<input type="checkbox"/>
TEMPOARY PRICE REDUCTION \$	<input type="checkbox"/>	<input type="checkbox"/>
SPECIAL REBATE/PROMOTION \$	PER <input type="checkbox"/> 0	<input type="checkbox"/>
	CASE(S)	BOTTLE(S) OTHER *

* IF OTHER, DESCRIBE	<b>PRODUCT(S) TO REMOVE FROM YOUR IOWA PORTFOLIO</b>
<b>PREVIOUS 12 MONTH SALES HISTORY</b>	<b>FROM YOUR IOWA PORTFOLIO</b>
	CODE      DESCRIPTION
NATIONAL BRAND SALES TREND %	
IOWA CATEGORY SALES TREND %	

SPECIAL ORDER DOLLAR SALES \$	1ST YEAR CASE GOAL
	INITIAL DISTRIBUTION
<b>CASE SALES BY STATE</b>	<b>ALLOCATION</b>

BORDERING	CONTROL	ABD USE ONLY	
		YES	NO
IL	AL OH	<input type="checkbox"/>	<input type="checkbox"/>
KS	ID OR	<input type="checkbox"/>	<input type="checkbox"/>
MN	ME PA	<input type="checkbox"/>	<input type="checkbox"/>
MO	MD UT	<input type="checkbox"/>	<input type="checkbox"/>
NE	MI VT	<input type="checkbox"/>	<input type="checkbox"/>
SD	MN VA	<input type="checkbox"/>	<input type="checkbox"/>
WI	MS WA	<input type="checkbox"/>	<input type="checkbox"/>
<b>TOTAL</b> 0	MT WV		
	NH WY		
	NC		
	<b>TOTAL</b> 0		
		REASONS TO LIST	REASONS NOT TO LIST
		1	1
		2	2
		3	3