



State of North Carolina
ALCOHOLIC BEVERAGE CONTROL COMMISSION

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MEMORANDUM NO. 666

TO: North Carolina Brokers and Distiller Representatives

FROM: Michael C. Herring
Administrator

DATE: January 19, 2001

RE: 2001 Listing of Spirituous Liquor

Please be advised that during the first two weeks in February, 2001, a listing meeting of spirituous liquor products for approved sale in North Carolina will be held. Additionally, during this time period, new spirituous liquor companies wishing to do business in North Carolina will be considered along with their products. A North Carolina broker will be required to make new company presentations. A listing of brokers is available in our Web site at www.ncabc.com.

Due to the success last year of an additional listing meeting for the November price book, the Commission plans to expand its considerations of new products for all quarterly price books. Approved listings will be limited and only companies doing business in the state as of May 1 each year will be allowed to make presentations. If you have not already reserved a time for listing in February, please contact Ms. Elizabeth Baker for an appointment. As always, approximately one hour will be allocated to each broker. If possible, the actual product you submit for listing consideration, along with a color photograph, any pertinent product information and the appropriate pricing documentation should be offered at the time of your presentation. The necessary pricing forms can be found in our Web site.

Finally, please be prepared to discuss the delisting of any products represented by your company that you feel are no longer profitable in North Carolina.

If you have any questions, please contact me at 919-779-0700x247.

www.ncabc.com

LOCATION: 3322 GARNER ROAD, RALEIGH, NC 27610

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