



State of North Carolina
ALCOHOLIC BEVERAGE CONTROL COMMISSION

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MEMORANDUM NO. 670

TO: N. C. Brokers and Distiller Representatives

FROM: Michael C. Herring
Administrator

DATE: September 5, 2001

RE: Product Listings

Enclosed for your review is a summary of Holiday/Christmas packages offered for sale in the upcoming November 1, 2001 price book. As you can see, over 33,000 cases of product were ordered. As in past years, you may begin shipping this product mid-month into the State ABC Warehouse. However, please be advised that all incoming holiday product this year will be **refused if not received on or before Monday, October 22nd**. Please notify your companies of this deadline.

Also enclosed you will find a listing of approved items for regular listing, along with items that will be delisted effective November 1, 2001. We are working on assigning code numbers to these new products and will have them to you soon.

As you begin planning marketing strategies for next year, please be advised that it is our intention to revert back to listing new regular items once a year. The schedule for 2002 will be as follows:

- Listing/Delisting in February 2002 for the May 1, 2002 price book
- Holiday Package listing in late May/early June for the November 1, 2002 price book

From time-to-time, it may be necessary for us to assign an additional code number to a regular item that has "added value" for tracking and shipping purposes. Only special packages of listed items that are to be offered in limited quantities, that are premium or volume sellers and that will have limited availability in the state will be considered eligible for the additional code numbers and quarterly listing. No other opportunities for listing new regular items are planned at this time.

We hope that the 120 new products approved the past three quarters will be successful with the local ABC boards. If you have any questions, please do not hesitate to call us.

Enclosures

www.ncabc.com

LOCATION: 3322 GARNER ROAD, RALEIGH, NC 27610

AN EQUAL OPPORTUNITY / AFFIRMATIVE ACTION EMPLOYER