

Wholesaler Permit (LIW/LWB) Quick Reference Guide Rev. 7/25

Permit Requirements

- **Yearly renewal:** You must renew your permit every year. A reminder email will be sent to your email address on file. The expiration date is printed on your permit.
- **Permit framed and hung:** Place your permit in a frame and hang in a place visible to the public.
- **Permittee's name:** Your permittee's name must be displayed on a sign and hung next to the main entrance in a place visible from sidewalk or street.
- **Alcohol purchases:** You may only buy alcohol from an out-of-state shipper, a Connecticut manufacturer, or another licensed wholesaler.
- **Records needed on premises:** A 2-year record of orders and invoices need to be kept at your main address. You may ask for permission to keep elsewhere.
- **Maintain bond and tax records:** Maintain any state or federal bonds and required tax records.

Wholesaler Specific Rules

- **Valid permits:** Your responsibility to ensure that retailer has an active permit at the time of delivery and has the correct permit to receive the alcohol being sold (e.g., a grocery store cannot buy wine from a wholesaler); suspensions and status updates are available on our website.
- **Alcohol delivery invoices:** No product delivered until the invoice has been signed by the retailer.
- **Come to rest rule:** All alcohol beverages must be unloaded into your wholesale premises before being delivered. No alcohol shall be sold or delivered except from your permit premises.
- **Brand registration:** Before an alcoholic beverage is shipped to you or sold to a retailer, the brand must be registered with Liquor Control. Federal COLA approval is required to register a brand. Every separate label must be registered (e.g., each separate flavor profile of one brand; every SKU requires registration.)
- **Formats:** May only sell in bottle formats and cases sized allowed by Gen. Stat. 30-1 unless waiver requested.
- **THC infused beverages:** May sell to endorsed package stores.
- **Value added packaging:** VAPs allowed if final posted price is not less than cumulative total of all alcoholic products; nonalcoholic items must be given some value.
- **Price posting:** Prices must be posted for each product every month, and the prices take effect the following month. Wholesalers must post by the 12th of the month and may amend down (never up) until the 16th of the month.
- **Product availability:** All products must be available to every retailer. If you lack enough product to fulfill all orders, a fair and equitable fulfillment calculation may be uniformly applied (i.e., set quantity to all accounts; proportion allocation based on sale ratios, etc.)
- **Delivery:** Must deliver all products purchased in one month by end of that month. May use own employees and vehicles; if using a third-party, it must have transporter permit. You may impose shipping charges, set shipping schedules, or purchase value requirements for expedited delivery, provided rules are uniformly applied to all retailers. Retailers may always pick up from your premises directly.
- **Credit:** You may not extend credit beyond 30 days and shall not extend any additional credit to a delinquent account. Delinquency begins at midnight on the 31st day after the date of delivery (or next business day if holiday or weekend).
- **Nip surcharge:** You must collect from every package store five cents for each nip sold. Money returned to LIP's town in April and October.
- **Returns:** Allowed for good cause, generally deemed ordinary and usual commercial reasons. Liquor Control approval required.
- **Charitable donations:** May donate alcohol to holder of a charitable permit only. Report through eLicense portal.

- **Tastings:** May assist retailers with tastings of new products subject to certain conditions. May also provide tastings to industry of new products.
- **Free samples:** May provide marked sample bottles to retailers of new products not sold within previous 12 months and cannot exceed 3 liters.
- **Furnishing services:** Can only provide limited services: one time stocking of shelves in a new premises; rotation of perishables already on shelves to protect quality; moving perishables from storage to shelves to protect quality; inspection and removal of perishables; removal of unsalable items due to age or condition; building and maintaining displays and point of sale material; affixing retailer's prices to point of sale material; maintaining floor displays by adding cases; maintaining cold boxes and display refrigerators by adding single bottles of wine, spirits, cordials, beer or cider; and cleaning and repairing beer lines and providing tapping materials provided services and materials not worth more than \$500 per retailer per year.
- **Advertising and novelty products:** No providing free items to retailers except these limited exceptions: inside advertising materials (window displays or other items with no intrinsic or utilitarian value) with total cost not exceeding \$500 per retail outlet per calendar year per brand; advertising novelties and specialties for use on the premise (trays, coasters, napkins, menu covers, mats, pourers, etc.) with total cost not exceeding \$500 per retail outlet per calendar year per brand; and consumer novelties of nominal value for unconditional distribution to patrons with total cost not exceeding \$500 per retail outlet per calendar year per brand.

Prohibited Conduct

- **Unauthorized sales:** No sales directly to consumers or public. May only sell to permitted retailers as allowed by retailer's permit (e.g., beer only to grocery stores) and other wholesalers.
- **Beer territories:** No sales of beer outside assigned geographic territory.
- **Additional products:** Cannot require a retailer to buy or accept other products to purchase one particular desired item.
- **Sales below minimum bottle:** No selling below monthly minimum bottle price.
- **No inducements:** Cannot directly or indirectly offer, furnish, or solicit free goods, discounts, gratuities, gifts, prizes, coupons, premiums, combination items, quantity prices, cash returns, loans, guarantees, inducements or special prices, or other inducements to increase sales.

Update Your Information

- **Your email:** It is your responsibility to update contact information with DCP, especially email address and telephone number. We send renewals and permits via email.
- **E-License account:** Set up your eLicense account with the username provided to you by the Department. You will use your eLicense account to renew your permit, cancel your permit, update contact information, submit forms, and request changes to your permit.
- **Ownership changes:** Any change in ownership or stock must be reported to DCP. You cannot transfer your permit to a new owner. New business owners need their own permit.

Contact Liquor Control :

www.ct.gov/dcp/liquorcontrol ♦ dcp.liquorcontrol@ct.gov ♦ 860-713-6200

(This guide for general reference only; not a full description of all obligations)