



STATE OF ARKANSAS
ALCOHOLIC BEVERAGE CONTROL DIVISION

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Memorandum

TO: Permitted Retail Liquor Stores

DATE: 4-28-2016

SUBJECT: Wine Day and Discounts on Certain Products

DISCUSSION:

Please be advised, I do not interpret ABC Rules and Regulations to prohibit a liquor store's discounting the price of its wines on a designated "Wine Day," as long as the discount applies equally to each and every customer. Liquor store permit holders are free to continue the practice of having Wine Days, as long as all customers all given the same Wine Day discounts.

Also, I do not interpret our Regulations to prohibit a liquor store's discounting any alcoholic beverage the permit holder wishes to discount, as long as the discount applies equally to each and every customer. Liquor store permit holders are free to continue the practice of discounting specific products, as long as all customers are given the same discounts on those products.

Respectfully,

A blue ink signature of Bud Roberts, consisting of several overlapping loops, is written over the text "Bud Roberts Director".
Bud Roberts
Director