



WYOMING DEPARTMENT OF REVENUE LIQUOR DIVISION POLICY & PROCEDURE

APPLIES TO ALL LICENSED INDUSTRY REPRESENTATIVES

Revised: 05/09

Page 1 of 2

NEW PRODUCT LISTING PROCESS

POLICY: All products to be listed by the Wyoming Liquor Division (WLD) shall comply with W.S. 12-2-303(a) and be in accordance with established procedures to introduce, present and obtain approval by the listing committee for new product listing in the published *Wholesale Price List*.

The listing committee shall consist of the Department of Revenue Director, Liquor Division Administrator, Liquor Division Purchasing Manager, and retailer representative(s) may be present.

PROCEDURE:

1. New listing presentations will take place at least twice a year for the May and November *Wholesale Price List*.
2. Presentations shall take place at least 75 days prior to May 1 and November 1. Presentations for the *May 1 Price List* must be finalized before mid February and presentations for the *November 1 Price List* must be finalized before mid August.
3. A memo will be sent to the primary industry representative by WLD outlining the dates and deadlines for the upcoming new listing meetings.
4. The WLD purchasing manager will coordinate with the industry representative and schedule all new listing presentation meetings.
5. All requests for new listings must include submission of required packet containing: a *Wyoming New Listing Request Profile; Quotation and Specification Form; and New Product Listing Process Form*. Only new products which have the required packet completed with authorized signatures shall be presented and **considered** for listing.
6. The required packet shall be completed and **mailed or hand delivered** (do not attempt to fax packet) to the WLD purchasing manager at least 10 working days prior to the scheduled meeting with the representative. Your specific presentation date will determine which date the completed forms are due to the division. The purchasing manager will confirm the exact date your completed packet must be received in order to be considered.

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Page 2 of 2

NEW PRODUCT LISTING PROCESS (continued)

7. No more than eighteen (18) products may be introduced at any one of the new listing presentation meetings.
8. Industry representatives will be given approximately 5 minutes to present each item submitted on the *New Listing Process Form*. Suppliers are welcome to participate with the presentation; however, representatives must be present.
9. After all presentations from all industry representatives are completed; the listing committee will discuss and evaluate each product submitted.
10. The industry representative will be notified within five (5) working days after the listing committee meeting whether or not the product will be listed.
11. Industry representatives are responsible for notifying their suppliers.
12. There will be no rationale provided for items rejected. Being rejected does not preclude the industry representative from submitting a product again for consideration at future presentation meetings.
13. The WLD purchasing manager will place orders for newly listed products that will be sufficient to offer to all licensees.
14. All new products selected for listing will be added in the next published *Wholesale Price List*.
(*May or November Wholesale Price List*)