

State of Maine
Bureau of Alcoholic Beverages and Lottery Operations (BABLO)
Listing Process for Distilled Spirits

New Spirits Listings: Requests for new distilled spirits listings are considered by the Liquor and Lottery Commission each month and must be submitted to the Maine Bureau of Alcoholic Beverages and Lottery Operations (BABLO) through the National Alcohol Beverage Control Association's (NABCA) price quotation reporting system (PQRS) no later than three (3) weeks prior to the next Commission meeting. Commission meetings are only scheduled two (2) months in advance and typically held the second Tuesday of the month (subject to change). For the Liquor and Lottery Commission schedule, please contact BABLO at 207-287-6758.

The following information pertains to submitting new listings for consideration:

- In order to list a product in Maine, you will need to use a broker residing in Maine. A list of brokers that are currently hold a Maine Sales Representative license and already have access to our various systems is available by contacting BABLO at 207-287-6753.
 - If you do not have a broker and wish to use someone not on the provided list, your new local broker **must** obtain a Maine Sales Representative License. You may contact BABLO's Division of Licensing and Enforcement at 207-624-7220 for more information on obtaining a Maine Sales Representative License. Please allow time for this process.
- Before a product may be submitted to Maine for consideration, the product must be listed with the National Alcohol Beverage Control Association (NABCA). For more information, please contact NABCA directly at 703-578-4200. Maine uses the NABCA code as the State Code.
- BABLO uses NABCA's Price Quotation Reporting System (PQRS) for listing new products, as well as for making changes to existing items. If using a Maine broker, they will already have access and be trained in PQRS. Only those who will be using the system to enter new product will be granted access to PQRS. You may request an account at <https://pqrs.nabca.org/> by clicking on "Request Access" in the upper right side of the screen. If you have been granted access to PQRS and need training or have other question regarding PQRS, please contact pqrshelp@nabca.org. In order to list product in Maine, you must submit a quote sheet for each SKU that will be listed or make changes to existing SKU(s) through the PQRS system.
- You must also obtain Federal approval for your product with the Alcohol and Tobacco Tax and Trade Bureau. You may register and download the approval forms via www.ttbonline.gov. You may also contact them via phone at 866-927-2533 (toll free). You must submit a copy of the approval form, COLA, to BABLO by entering the product TTB ID in PQRS in order to list your new product.
- A new supplier or Vendor of Record must obtain a Certificate of Approval (COA) when ready to list product in the State. Please contact Spirits.Maine@maine.gov for more information and assistance with this process.
- Pine State Spirits is the State's contracted warehousing and distribution entity. They also provide access and training for the Vendor Portal System. Please contact them directly for information on gaining access to the System at 1-800-462-4470 x3104. The Vendor Portal can be used for tracking inventory and running sales reports for your SKU(s).
- For each SKU to be listed, the following must be submitted:
 - Actual sample bottles are no longer required. However, a high resolution picture of the product must be submitted;
 - A copy of the COLA (TTB approval form) submitted in PQRS;
 - An electronic copy of the sell sheet(s) for each SKU listed to be used to notify agents of new products; **and**

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- The listing fee of \$150.00 per product, per size (excluding 50ml and Value-Added Packages (VAPs)) via the Spirits Listing Fee Payment Portal <https://appengine.egov.com/apps/me/bablospiritsportal>
- All required fees, samples and sell sheets must be received by BABLO at least one (1) week prior to the Commission meeting for listing consideration.
- Once listed, all accounts payable and receivable are handled electronically.
 - New suppliers and/or brokers must complete an ACH authorization form (attached) – for cost of goods sold, bailment, and monthly discount allowance payments. The completed form must be submitted to Pine State Spirits.

Pricing: Distilled spirits are marked up by the category and the bottle size as shown below. The markup, coupled with the premium tax (\$1.25 per proof gallon), and the minimum state profit determines the retail price.

Category Markups			
Category	375 and under	750-1000	1750
Alcohol/Grain	1.98	1.98	1.98
Brandy	1.98	1.84	1.76
Brandy Value	2.13	1.98	1.90
Cognac	1.92	1.80	1.73
Cognac Value	2.13	1.95	1.82
RTD/Cocktails	1.93	1.93	1.93
RTD/Cocktails Value	1.93	1.93	1.93
Cordials	1.91	1.77	1.69
Cordials Value	2.13	1.95	1.82
Gin	1.96	1.82	1.75
Gin Value	2.13	1.95	1.82
Rum	1.95	1.81	1.72
Rum Value	2.13	1.95	1.82
Tequila	1.94	1.80	1.73
Tequila Value	2.13	1.95	1.82
Vodka	1.89	1.76	1.67
Vodka Value	2.13	1.95	1.82
Whiskey	1.91	1.77	1.70
Whiskey Value	2.13	1.95	1.82
Whiskey Canadian	1.98	1.84	1.76
Whiskey Candian Value	2.13	1.95	1.82
Whiskey Irish	1.98	1.83	1.72
Whiskey Irish Value	2.13	1.95	1.82
Whiskey Scotch	1.93	1.76	1.72
Whiskey Scotch Value	2.13	1.95	1.82

The “Value” thresholds are as follows:

- For the 1.75L size, the price is less than \$22.00
- For the 1L size, the price is less than \$13.00
- For the 750ml size, the price is less than \$12.00
- For the 375ml size, the price is less than \$7.00

Minimum State Profit thresholds are as follows:

- 1.75L is \$6.00
- 1L is \$4.50
- 750ml is \$4.00
- 375ml is \$2.50
- 250ml is \$2.25
- 200ml is \$2.00
- 100ml is \$1.30
- 50ml is \$0.75

Please contact BABLO at 207-287-6753 for more pricing information.

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Other Requirements and Considerations:

- For Bottle Deposit and Label registration information with the Maine Department of Environmental Protection (DEP), contact 207-287-7688 or find them on the web at <http://maine.gov/dep/sustainability/bottlebill/index.html>
 - To purchase state approved bottle deposit labels contact Pine State Spirits at 800-462-4470. Your product label must be registered with DEP whether you print the redemption information on the product label, ink-jet it on the bottle, apply the BABLO approved sticker prior to shipping to the warehouse or have Pine State affix the redemption after receipt in the warehouse.
- Contact BABLO's Division of Licensing and Enforcement at 207-624-7220 for any questions regarding regulations related to sales and marketing of products, as well as any licensing information.
- Bailment charges may be of consideration during your pricing decisions. A current bailment fee schedule is available from BABLO. For specific questions on bailment charges, please contact Pine State Spirits at 800-462-4470.
- Product is presented to the Commission at its next scheduled meeting for listing and pricing consideration.
- BABLO notifies interested industry parties of newly listed items.
- Supplier/Broker must contact Pine State Spirits regarding shipment of product into the warehouse.
- Pine State Spirits notifies all agency liquor stores of new product listings and when new items become available for ordering.

For any questions or concerns, please contact BABLO at MaineSpirits@maine.gov or 207-287-6753.