

ALABAMA ALCOHOLIC BEVERAGE CONTROL BOARD
ADMINISTRATIVE CODECHAPTER 20-X-4
SALES BY ABC BOARD STORES20-X-4-.02 Markup For Liquor Sales By ABC Board State Liquor
Stores.

(1) The wholesale price for case lot sales of liquor and fortified wine shall include a markup of 16.99% of the cost plus freight.

(2) The wholesale price for bottle sales of liquor and fortified wine shall include a markup of 35% of the cost plus freight.

(3) The retail price for sales of liquor shall include a markup of 35% of the cost plus freight.

(4) These markups are to be applied in such a way that they are the total markups, exclusive of taxes, and net of any discounts allowed licensees, used in the normal pricing policy of the ABC Board. The ABC Board will, from time to time at its discretion, adjust these markups for such circumstances as: (1) timing to adjust for price increases or decreases by distillers; (2) deciding whether short-term and/or small discounts extended by the distiller are to be passed through to customers; (3) depletion of inventory of slow moving items that are to be closed out; and (4) for other unique market circumstances.

Author: ABC Board

Statutory Authority: Code of Ala. 1975, §§28-3-43; 28-3-49; 28-3-53.2.

History: Repealed and New: Filed August 21, 1998; effective October 16, 1998. **Amended:** Filed October 22, 2003; effective November 26, 2003. **Amended:** Filed December 20, 2004; effective January 24, 2005. **Amended:** Filed June 21, 2017; effective August 5, 2017.