- WAC 314-23-080 Are licensed distributors or other licensed suppliers of spirits and wine allowed to provide volume discounts to onpremises or off-premises retail licensees? (1) Yes, distributors or other licensed suppliers are allowed to provide volume discounts to licensed on-premises and off-premises retailers. The discounts must be based solely on the volume of the spirits and/or wine that is purchased by a retailer from a distributor or other licensed suppliers. However, the limitations on interactions between the levels of licenses remain, including the prohibition on undue influence and sales below cost of acquisition.
- (2) Differential pricing between on-premises licensed retailers and off-premises licensed retailers is allowed under the following exceptions:
- (a) For spirits: A new product to the market may be sold to on-premises retailers at an "introductory price" for a maximum of six months. After the six-month introductory period the price for on-premises and off-premises retailers must be the same price for the same volume purchased.
- (i) "New product" means the product has not previously been offered for sale to retailers.
- (ii) "Introductory price" means the price of the spirits product when it first becomes available for purchase.
- (b) For wine: Wine may be sold to on-premises retailers and off-premises retailers at different prices.

[Statutory Authority: RCW 66.08.030. WSR 15-19-130, \S 314-23-080, filed 9/21/15, effective 10/22/15.]