
SLA Announces \$120,000 Fine, Thirty Day Suspension

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On March 11, 2014, the SLA charged Wineries & Select Products LLC, doing business as “Aviva Vino” with sixty-six violations involving sales at unposted prices and improperly extending credit to retailers. While the SLA’s investigation found the wholesaler was not discriminating among retailers, the wholesaler admitted to failing to price post and to illegally extending credit to retailers. The licensees for Aviva Vino were cooperative with the investigators and openly admitted their transgressions.

On May 20, 2014, the SLA accepted Aviva Vino’s offer of \$120,000 and a 30 day suspension to settle the charges.

The Alcoholic Beverage Control law requires that wholesalers of wine and spirits post their prices monthly with the SLA in order to ensure a level playing field where all licensed retailers are able to purchase products from wholesalers at the same prices. These provisions were enacted to create transparency and protect New York consumers and businesses from anti-competitive market behavior.

This investigation was conducted by Beverage Control Investigator Ethan Manning, Special Counsel Dennis Saville and Senior Attorney William Brennan.