
SLA Announces \$200,000 Fine for Wholesaler

By mhughes

Published: 11/27/2013 - 08:08

On October 10, 2013, the SLA charged Southern Wine and Spirits with three violations for offering limited availability products, without price posting the products as required by statute. While the SLA's investigation found the wholesaler was not discriminating among retailers, the wholesaler admitted to failing to price post limited availability products. On November 21, 2013, the SLA accepted Southern's offer of \$200,000 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.