

SPECIAL FULL BOARD MEETING REGARDING
INTERNET ADVERTISING AND SALES

The State Liquor Authority is in receipt of a request for a declaratory ruling from a company that wishes to assist licensed retailers, licensed wineries and out-of-state wineries (that are allowed to sell to New York residents) with internet sales of alcoholic beverages. The company offers these businesses a platform through which they can advertise and sell their products on websites, online magazines, etc. The company receives a fee for each sale made using its services. The company seeks a ruling that its proposal would not violate the Alcoholic Beverage Control Law or the Rules of the Authority.

Since this request raises the issue of the extent to which an unlicensed entity can participate in, and receive compensation from, the sale of alcoholic beverages, the Authority will be conducting a special Full Board meeting dedicated to considering this matter. The meeting is open to the public and anyone interested in this issue is welcomed and encouraged to attend. The meeting will be held at the Authority's New York City Office. As with all Full Board meetings, anyone wishing to attend may also do so via videoconference at the Authority's offices in Albany and Buffalo.

This special Full Board meeting will be held on January 17, 2013 at 1 p.m. To download a copy of the petition for a declaratory ruling, please click here [Ship Compliant declaratory ruling request](#). Any written comments should be submitted to the Secretary's Office by the close of business on January 11, 2013.

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