



STATE OF MAINE
DEPARTMENT OF ADMINISTRATIVE AND FINANCIAL SERVICES
BUREAU OF ALCOHOLIC BEVERAGES AND LOTTERY OPERATIONS
DIVISION OF LIQUOR LICENSING AND ENFORCEMENT

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To: Direct Shippers of Wine, Common Carriers, and Fulfillment Providers
From: BABLO Division of Liquor Licensing and Enforcement
Date: 08/08/2024
Subject: Direct Shipment Reporting and Registration Requirements

To Whom It May Concern,

P.L. 2023, ch. 604 (L.D. 2148), titled [“An Act to Expand Direct Shipment Reporting and to Allow for the Use of Fulfillment Providers for the Direct Shipment of Wine,”](#) will come into effect on August 9, 2024. This law introduces several new requirements for Fulfillment Providers, Direct Shippers of Wine, and Common Carriers.

Fulfillment Provider Registration:

- Fulfillment Providers will register biennially. Registrations will begin coinciding with the launch of the Bureau’s new enterprise liquor licensing system (BELLS) this fall.
- Fulfillment Providers must register separately for each physical location from which they ship wine. A total fee of \$60 will be charged for each premises the fulfillment center operates.

Quarterly Reporting Requirements:

The first reports will be due in January 2025. Direct shippers will report all shipments back to their last excise tax payment.

- Direct Shippers of Wine will submit report details including volume, tracking number, and recipient addresses. Direct shippers have already received the bulk reporting template for BELLS.
- Fulfillment Providers will report details including the direct shipper's information, shipment dates, common carrier used, and recipient addresses.
- Common Carriers will report details including shipment weights, tracking numbers, and recipient addresses.

Please contact us at MaineLiquor@maine.gov if you have any questions on this guidance memo.