



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:** Certificate of Approval Holders, Manufacturers, and Wholesalers  
**From:** Devon Cook, Office Manager  
**Subject:** Price Postings  
**Date:** March 2, 2022

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The purpose of this memo is to clarify the law and procedures concerning price postings. There are new price posting forms which can be found on the bureau website:

<https://www.maine.gov/dafs/bablo/liquor-licensing/license-and-permit-applications>

### Single F.O.B.

Pursuant to [28-A M.R.S §1408 \(1\)](#), certificate of approval holders are required to file with the bureau per-unit prices that are charged to wholesale licensees before shipping costs, referred to in statute as “F.O.B. shipping point prices.” Variance in F.O.B. shipping point prices charged to wholesale licensees resulting in discounts or reduced prices are prohibited under [28-A M.R.S. §708 \(1\)](#). Effective April 1, 2022, the bureau will no longer accept price postings that list different F.O.B. shipping point prices for a unit of the same product to different wholesale licensees and enforcement action will be taken against certificate of approval holders who are discovered to be offering prohibited discounts to wholesale licensees.

### Price Changes

Certificate of approval holders wanting to file a price change between label renewals should e-mail their price posting forms to [liquor.licensing@maine.gov](mailto:liquor.licensing@maine.gov). A label registration change on the industry portal is not required to notify the bureau of a price changes. Price changes from certificate of approval holders are required to be submitted at least 30 days in advance of the effective date and are effective on the first day of the month.

### Wholesale Licensee Requirements

Before selling a product to retail licensees, wholesale licensees must file price postings with the bureau. These should be submitted electronically to [liquor.licensing@maine.gov](mailto:liquor.licensing@maine.gov). Price changes from wholesale licensees are required to be submitted at least 15 days in advance of the effective date and are effective on the first day of the month.

If you have any questions about the contents of this memo, please contact me at [Devon.Cook@maine.gov](mailto:Devon.Cook@maine.gov)