

BEER TERRITORY INSTRUCTIONS-INFORMATION-REQUIREMENTS

Wholesaler's Information: Always fill in your liquor license number, address and phone number. This allows us to pull up licensee to verify they are active and have renewed license and a contact number if we have any questions.

Shipper's Information: Always fill in the shipper license number, address and phone number. This allows us to pull up licensee to verify they are active and have renewed license and a contact number if we have any questions.

Brand names: Type all brand names. We will not accept hand written due to possibility of it not being legible to get correct brand name. This will help us to avoid having duplicates in the database or incorrect brand names. We do not accept all Big Joe's products or all seasonals, every brand name needs to be listed correctly. You may also attach a listing from supplier/shipper and indicate see attached on this area of the form. If you do attach listing if you could please highlight, asterisk or mark in some way so we are aware which brands are new that need to be added.

Territories: (please check one and if applicable indicate counties.) You may attach a letter, listing or map and indicate see attached on this area of the form.

Signature of Shipper, Signature of Wholesaler, Dates for each: May also indicate see attached and a letter with both can be attached, which we normally see on supplier/shipper letterhead. We do however need it dated and it must not be over 30 days old. We do not accept typed signatures unless they are in email format with senders email address, date and time it was sent, they must be hand written or may be stamped if hand written signature. The purpose is to verify authenticity.

This form is required to be on file by the wholesaler with the Commission (53-123.03) before product is received or you leave yourself open to possible citation. We expect full compliance for the wholesaler's to keep complete and accurate records on file now that the beer territory database is available online to view anytime. We will be checking wholesale reports against shipper reports to verify product received has correct beer territories on file. These territories are the responsibility of the wholesaler and are not accepted from the supplier/shipper. This form is located on website: www.lcc.ne.gov under Revenue – Beer, scroll to beer forms, beer territory form. This is in pdf, word and excel format and can be saved to your hard drive and you can fill out and submit online.

May 1 - please verify that your shipper has renewed before you purchase products. If they haven't and don't plan to please file a new beer territory form with new shipper/supplier/agent.

October 1 - An annual review to verify all products needs to be very thorough. Please verify that all product brand names are correct, spelled correctly, all subcontracts are still valid. This is due every year by October 1. If new additions are needed please fill out beer territory form. If deletions are required please submit in writing. Located at website: www.lcc.ne.gov under Wholesale Info, beer brand distribution or on our homepage under Revenue Division. You may filter (sort) database.

Agent which is a shipper but is not the manufacturer of product a new agreement needs to be on file. For example some shippers due to increase of license fees have not renewed you may go to an agent whom has a shipper license. If this applies please verify on database that all brands are listed on your territory of these products if you plan on carrying them.

Supplier to add, delete or change products to wholesaler please refer to 53-201 beer franchise law you may view this State Statutes under our Legal Division on our website @www.lcc.ne.gov.

If questions please contact Debbie Jacobson (402) 471-4886 email: debbie.jacobson@nebraska.gov and/or Jerry Van Ackeren, Compliance Manger (402) 471-4892 email: jerry.vanackeren@nebraska.gov. We welcome any comments or suggestions from industry. We want to help provide you with accurate and quick access and information.

Effective 1/30/2012