

DIVISION OF ALCOHOL AND TOBACCO CONTROL

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Industry Circular

Guidelines on Stocking, Rotating and Resetting

Chapter 311.070.4, RSMo, with regard to stocking, rotating and resetting, states:

“(12) The distiller, wholesaler, winemaker or brewer may stock, rotate, rearrange or reset the products sold by such distiller, wholesaler, winemaker or brewer at the establishment of the retail business so long as the products of any other distiller, wholesaler, winemaker or brewer are not altered or disturbed;”

Following are guidelines on stocking, rotating and resetting:

1. Wholesalers may not affix prices directly to the product on behalf of retailers. This does not prohibit POS pricing or Neckers on alcoholic products.
2. Wholesalers may not affix inventory control devices directly to the individual product unit on behalf of the retailer.
3. Except during a reset, Wholesalers may not clean or dust shelves or coolers, which are on display at the retailers location. Nothing in this section shall prevent a wholesaler from cleaning spills or damaged product to ensure the quality of their products. No retailer may demand a reset solely for the purpose of having cleaning performed.
4. All stocking and rotating services must be done voluntarily by wholesalers and may not be required to be performed by the retailer. During stocking and rotating, wholesalers are limited to the movement of only their products.
5. Stocking and rotating services may only be provided to the retailers during the wholesaler's regular course of business.
6. Wholesalers are permitted to participate in resetting at retail establishments at the requests of retailers. During the reset, wholesalers are limited to the movement of only their products.

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