



REMEMBER YOUR DISTRIBUTOR!

SUBSTITUTION OF BRANDS

No person may substitute types of brands of alcohol without first informing the purchaser. (Sec. 25609 B&P)

Substitution of brands includes mislabeled spigot markers, as well as making a drink with a different brand of liquor than what the customer ordered.

SELLING REFILLED SPIRITS

No person may sell, offer for sale, or keep for sale, distilled spirits in any package which has been refilled or partly refilled. (Sec. 25177 B&P)

This includes combining bottles, filling smaller bottles from larger ones, etc.

RETAIL-TO-RETAIL

Retail licensees may not purchase alcohol for resale from another retail licensee. Licensees must purchase alcohol for resale from a non-retail licensee only (aka: Distributor). (Sec. 23402 B&P)

Warehouse-type discount stores are licensed retailers and may not sell alcohol for resale to other retailers. For example, a retail licensed store/bar may not sell to the bar down the street that has run out of a certain brand of liquor. It would be illegal for both to do so. The borrowing of alcohol between retail licensees is an illegal, retail-to-retail sale.

Maximum Criminal Penalty for each of the above violations:

First Time - \$1000 fine and/or six months in County Jail

Also, take into consideration possible disciplinary action from your employer, and disciplinary action against the ABC License.