

**185—16.14(123) Stocking and product rotation.****16.14(1)** *Allowable activities.*

*a.* An industry member may stock, rotate, and reset alcoholic liquor, wine or beer sold by the industry member.

*b.* An industry member may affix prices to alcoholic liquor, wine or beer sold by the industry member at the time of delivery, provided that the retailer independently determines the price of the alcoholic liquor, wine and beer.

*c.* An industry member may build product displays either at the time of delivery or at other times.

*d.* An industry member may provide a retailer with a recommended shelf plan or shelf schematic for alcoholic liquor, wine, and beer.

**16.14(2)** *Prohibited activities.*

*a.* An industry member may not reset or rearrange another industry member's products without the explicit consent of the retailer.

*b.* An industry member is prohibited from removing another industry member's point-of-sale advertising matter.

This rule is intended to implement Iowa Code section 123.186.

[ARC 1992C, IAB 5/13/15, effective 6/17/15; ARC 7028C, IAB 5/31/23, effective 7/5/23]