

701—1001.7(123) Pricing.

1001.7(1) *Permanent price changes.* Suppliers may make permanent price changes to the case cost of products in any listing classification.

- a. The frequency at which permanent price changes may be made will be determined by the director.
- b. Permanent price changes shall be submitted electronically, or in a manner prescribed by the director, at least 20 business days prior to the effective date.

1001.7(2) *Temporary price reductions.* Suppliers may make temporary price reductions to the case cost of products with a permanent or temporary listing classification.

- a. Products with a listing classification of special order, special order on hand, or highly allocated are not eligible for temporary price reductions.
- b. Temporary price reductions will become effective as determined by the director.
- c. Temporary price reductions will be submitted electronically, or in a manner prescribed by the director, at least 20 business days prior to the effective date.

1001.7(3) *Price lists.* The department shall publish a price list electronically on a monthly basis showing the price to be paid by class “E” retail alcohol licensees for each brand, variety, and category of product available for sale by the department. The price list will be published on the department’s website at shop.iowaabd.com and may be distributed to class “E” retail alcohol licensees as deemed necessary by the director.

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