

## UTAH LISTING REQUEST FACT SHEET

### SUPPLIER SECTION

Name of Brand \_\_\_\_\_ Size Requested \_\_\_\_\_

Category \_\_\_\_\_ UPC Number \_\_\_\_\_  
(Bourbon, Cordial, Wine, etc.)

Case Price \$ \_\_\_\_\_

Shipping Point \_\_\_\_\_ FOB Point \_\_\_\_\_

Suggested Retail Price \$ \_\_\_\_\_ New Brand \_\_\_\_\_ Established Brand \_\_\_\_\_

#### **U.S. Cases Sold**

- Last 6 month in this size \_\_\_\_\_ Market Share \_\_\_\_\_ %
- Last 12 months in this size \_\_\_\_\_ Market Share \_\_\_\_\_ %

National Advertising Budget for the next 12 months on this brand \$ \_\_\_\_\_

Yes \_\_\_ No \_\_\_ Will special price allowances (SPA's) be available for this product?

Yes \_\_\_ No \_\_\_ This is a **non-allocated** product.

Yes \_\_\_ No \_\_\_ If successful in listing this product, an **NABCA Code will be purchased within thirty days.**

Reasons for Listing \_\_\_\_\_  
\_\_\_\_\_

Please sign and send to your State Representative BY: \_\_\_\_\_

### STATE REPRESENTATIVE SECTION

Representative Name \_\_\_\_\_ FOB Point \_\_\_\_\_

Reason for Listing: Local Demand \_\_\_ Growth in Category \_\_\_ Pricing \_\_\_ High Profit \_\_\_  
Other \_\_\_\_\_

#### **Sales Projections**

- First 6 months in the Utah system Cases \_\_\_\_\_
- First 12 months in the Utah system Cases \_\_\_\_\_

**If listed, I agree that if the brand & size does not meet the sales projections, the product may be delisted.**

Please sign and send to the Utah Department  
of Alcoholic Beverage Control BY: \_\_\_\_\_