

General Information

This form is required to be on file with the Commission (53-123.03) before product is shipped or you will leave yourself and wholesalers open to possible citation. We expect full compliance in order for the wholesalers and suppliers to keep complete and accurate records on file now that the beer brand database is available online to view anytime. The NLCC will be checking wholesale invoices to verify the product received has the correct beer brands on file.

Brand submissions are the responsibility of the supplier.

Agents will be responsible for submitting brands for the suppliers they do business with.

Brand Label or COLA registration is not required in Nebraska.

Form Instructions for Suppliers

-Fill out all required lines.
-Include the email address of who is filling out the form. This is where you will get the confirmation email.

Product Name(s)

-Type all product names separated by a comma.
-Only list NEW product.
-List the product as it shows on the label.
-List each product and flavor individually. Ex. Bud Light, Bud Light Lime, Bud Light Golden Wheat.
-Generic "All Products", "All Flavors", "All Series" will not be accepted. Ex. All Bud Light Products is not allowed.
-Cider was classified as a beer in July 2015 and must be included on the form.

Wholesaler Selections

-Select all wholesalers that will be approved to sell the product you listed on the first page. You may select more than one.
-It is recommended that you select all wholesalers that will be selling the products you are registering, even if they will not be selling the product right away.

Confirmation

-Confirm your brands and wholesalers, check the verification box, and submit the form.
-You and the wholesalers selected will receive a confirmation email shortly after submitting your brands.

Important Dates for Wholesalers

May 1

Please verify that your supplier has renewed their license before you purchase products. If they haven't and don't plan to, please have the new supplier/agent submit a new brand form, if there will be one.

October 1

An annual review to verify all products and territory lists on file need to be very thorough. Please verify that all product brand names are correct, spelled correctly, and all subcontracts are still valid. The review is due every year on October 1. If new additions are needed please have a supplier submit a new form. If deletions are required please submit in writing. The database is located online at: lcc.nebraska.gov/ under the Revenue tab, Beer Brand. You may filter (sort) the database. We require an email informing the NLCC the annual review has been completed.

Additional Information

Suppliers

Verify your product has been added to the approved beer brand database. If you find they aren't please contact NLCC via nlcc.producersdesk@nebraska.gov to assure these systems are working properly.

Refer to the 53-201 Beer Franchise Law on adding, deleting or changing products to wholesalers. You may view this State Statute under our Legal Division tab on our website at lcc.nebraska.gov/.

Wholesalers

Verify the product you will be selling is added to the approved beer brand database before accepting the product!

Any questions or comments regarding this form can be directed to the Producers Desk at 402-471-2895 or nlcc.producersdesk@nebraska.gov and/or Debbie Jacobson at 402-471-4886 or Debbie.jacobson@nebraska.gov.

Nebraska Liquor Control Commission

402-471-2571

402-471-2814 (FAX)