



COLORADO

Department of Revenue

Enforcement Division - Liquor & Tobacco

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BULLETIN 17-01

REFERENCE: Business Practice Guidance for Additional Retail Liquor Store Licenses Issued Under § 12-47-407(4)(b)(III), C.R.S.

January 17, 2017

Colorado Liquor Enforcement Division

The Colorado Liquor Enforcement Division was asked to provide guidance concerning allowed business practices for a licensee who obtains additional retail liquor store licenses pursuant to provisions of SB16-197 codified at § 12-47-407(4)(b), C.R.S.

Retail Liquor Store (“RLS”) licensees, which obtain multiple RLS licenses under subsection 12-47-407(4)(b)(III), C.R.S. are allowed to engage (or not) in the following business practices:

Business Practices Allowed

- May use the same business or trade name for each license (but must have a unique identifier for each separate license, i.e. Liquor Store #1234)
- May maintain a shared customer database for all licenses so promotions can be carried across locations
- May advertise for all locations together
- May allow employees to work at all RLSs
- May have centralized technology systems and spending for use among all locations (including payroll)
- May utilize a single reporting system for taxes and may file a single tax return
- May centralize ordering operations for goods and services, excluding alcohol beverage products

Business Practices Not Allowed

- May not order alcohol beverage products on an aggregate basis (each license is separate and distinct)
- May not transfer alcohol beverage products between stores

If you have any questions about this bulletin, please contact the Liquor Enforcement Division at 303-205-2306.