



### **One Class A Industry Representative Per Vendor**

In 2005 the Wyoming Legislature put into law the class system of; "A", "B" and "C" Industry Representative license for several reasons. The intent was to have one "A" Industry Representative per vendor. The main reason for the only one (1) "A" Industry Representative was to handle the increase of licensed Industry Representatives.

Under the previous law, each Industry Representative licensed with the Wyoming Liquor Division (WLD) only needed the vendor to send the WLD a letter stating they could represent their products in Wyoming. This law was on the books for many years prior to 2005 when Industry Representative licensing and relationships were more manageable due to the manageable number of Industry Representatives in Wyoming.

As the number of Industry Representatives grew, the task of licensing, tracking and filing also grew. This is when the Legislature made the change to allow the WLD to work with the class "A" Industry Representative only for letters designating that this Industry Representative could represent their company. These "A" Industry Representatives were known, at least informally, as the state manager for their vendor. The "A" Industry Representative is the person who must have letters from the vendors stating they can represent and promote their products in Wyoming. They, in turn, are tasked with appointing Class "B" and Class "C" Industry Representatives to additionally promote the products represented by the "A" Representative.

The "A" Industry Representative is the person our Purchasing staff deals with on numerous issues, including miss-shipments, new items, delisting and scheduling the twice a year listing presentations. The "A" Representatives are listed as the main contact in the quarterly price catalog and all listed products must have an "A" Industry Representative associated with those products in our ERP system. The WLD migrated to a more sophisticated ERP system to organize and streamline core business processes, and it does not allow for multiple "A" Industry Representatives.

Our Accounting staff will only bill the "A" Industry Representative for samples and have set up accounts in our Finance and Operations section of the new ERP. Our Warehouse has created files for "A" Industry Representatives for the receiving of samples. Our Compliance staff is in charge of licensing all Industry Representatives and will deal with the "A" Industry Representative to complete this process for all Industry Representatives.

Lastly, although Title 12 does not prohibit more than one "A" Industry Representative neither does it allow for it. Therefore, for since 2005 the WLD has made it a policy to not allow for more than one "A" Industry Representative per vendor. This would create much more work for our staff and would also create the need for additional programming of our ERP system. Our goal is to keep costs as low as possible so we can pass on these savings to our licensed retailers.

There were a few vendors with split portfolios at the time of the change which were "grandfathered" in, but when they terminate the second A Industry Representative, all products will revert to the other.

#### **Mission Statement**

...to provide quality wholesale distribution services and to administer alcoholic beverage control laws for the citizens of Wyoming.