

**ELECTRONIC PRICE POSTING APPLICATION**

LICENSEE NAME (As it appears on the ABC License Certificate)		LICENSE NUMBER
DBA		
PREMISES ADDRESS (Street number and name, city, zip code)		
CONTACT PERSON NAME	TITLE	CONTACT PHONE NUMBER (with area code) (      )
PRICE POSTING EMAIL ADDRESS		
AUTHORIZED SIGNATURE	PRINTED NAME	DATE SIGNED

**ELECTRONIC PRICE POSTING PROCEDURES**

Upon acceptance of the Electronic Price Posting Application, the Department of Alcoholic Beverage Control will email a confirmation notice to the above email address.

Only price postings received from the email address shown on the application will be accepted by the Department.

**Email Subject Heading**

All emails should have a subject heading as follows: Licensee Name, Effective Date (*date in xx-xx-xxxx format*), County- (*posting county*).

Example: ABC Brewing, Effective Date 01-01-2001, County-Sacramento

For licensees with multiple posting counties, indicate "Multiple" for county.

Example: ABC Brewing, Effective Date 12-12-2001, County-Multiple

For licensees with multiple licensed locations, indicate the city where located after the licensee name.

Examples:

- 1) ABC Brewing-Riverside, Effective Date 01-01-2001, County-Riverside
- 2) ABC Brewing-Stockton, Effective Date 01-01-2001, County-San Joaquin

Emails that do not have a subject heading in accordance with these procedures will be automatically rejected by the Electronic Price Posting System.

**Email Body**

The body of price posting submissions is to be in plain text only. Do NOT use graphics, animation, etc. Indicate in the body "Price Posting Submission". No other information is necessary.

**Email Attachments**

Only price schedules in a PDF (Portable Document Format) format will be accepted by the Electronic Price Posting System. The ABC Form ABC-701, Malt Beverage Price Schedule and its instructions are available on the Department's website ([www.abc.ca.gov](http://www.abc.ca.gov)) in a PDF format. For licensees who wish to use and submit their own form, the form will need to be converted into a PDF format before submission via email. Excel, Word and other formats will not be accepted. Electronic submissions require Adobe Acrobat 4.0 or higher. Adobe Reader will not work with the Electronic Price Posting System.

The name of the PDF document is to be formatted the same as the Email Subject Heading indicated above.

Each document is to have one effective date. Do NOT list multiple effective dates in the same PDF document.

Do not password protect the PDF document.

Send completed form to:

Department of Alcoholic Beverage Control  
 Attn: Price Posting Unit  
 3927 Lennane Drive, Suite 100  
 Sacramento, CA 95834