

# *Beer Industry League of Louisiana*

575 N. 8<sup>th</sup> Street / Baton Rouge, LA 70802-5596 / Telephone (225) 343-3436

John C. Williams



May 17, 2018

## **NOTICE WALMART CAP PROGRAM**

It has recently come to our attention that Walmart has begun implementing a program called the Customer Availability Program (CAP). The CAP program calls on wholesaler/distributor employees to provide services at Walmart retail stores that are prohibited by Louisiana laws. There is a disclaimer on the CAP Guide that states that if any of these processes are in contradiction to State, Federal or Local laws, a store associate will complete these tasks. This program clearly violates the exclusive outlet and tied house provisions of LA law in that it requires wholesalers/distributors to provide services that far exceed the industry accepted standards by providing something of value to a retailer.

If you participate in this program expect the ATC to issue a citation to the wholesaler/distributor and not the retailer.

Let us know if you have any questions.

Sincerely,

A handwritten signature in blue ink, appearing to read "John C. Williams", is written over the word "Sincerely,".

John C. Williams  
Executive Director  
Beer Industry League of Louisiana  
575 North 8th St.  
Baton Rouge LA 70802