



Kim Reynolds *Governor of Iowa*  
Adam Gregg *Lieutenant Governor*  
Stephen Larson *Administrator*

## PRESS RELEASE

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CONTACT: Tyler Ackerson, (515) 281-7426, ackerson@iowaabd.com

### **Iowa Alcoholic Beverages Division seeks partner in governing promotional discount offers**

(ANKENY) – The Iowa Alcoholic Beverages Division (ABD), in partnership with the Iowa Department of Administrative Services, has released a Request for Proposals (RFP) to solicit competitive proposals from eligible vendors capable of providing a promotional discount website and reporting database.

Information on the RFP can be found at:

<https://bidopportunities.iowa.gov/Home/BidInfo?bidId=06facfc7-f6f0-4fd2-b495-e0957b4e827f>

“Our goal is to ensure proper governance of the promotional discount offers that are being made in the Iowa alcoholic beverages marketplace,” said ABD Administrator Stephen Larson. “By creating transparency and the opportunity for these promotional discount offers to be made to all we can maintain a fair and level playing field for our industry members and retailers.”

ABD is seeking to create a single website where all promotional discount offers are published so that industry members, retail licensees, state and federal regulators and members of the public can participate equally. This is commonly referred to in Iowa as an “offer to all in the marketplace,” thus assuring full disclosures of promotional discounts being made to retail licensees by industry members.

Additionally, all promotional discount offers that are published on the website will be maintained in a database for review by ABD regulatory personnel to determine compliance with all applicable laws, rules, and regulations.

All proposals are due by 3:00 p.m. CST on August 10, 2018. Any interested respondent is encouraged to submit a proposal.

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### About the Iowa Alcoholic Beverages Division

The Iowa Alcoholic Beverages Division serves Iowans through responsible and efficient licensing, regulation and distribution of alcohol. For more information about ABD, visit <https://abd.iowa.gov>