



STATE OF MAINE
DEPARTMENT OF ADMINISTRATIVE AND FINANCIAL SERVICES
BUREAU OF ALCOHOLIC BEVERAGES AND LOTTERY OPERATIONS
DIVISION OF LIQUOR LICENSING AND ENFORCEMENT
8 STATE HOUSE STATION
AUGUSTA, MAINE 04330-0008

To: All Licensed Sales Representative
From: Timothy Poulin, Deputy Director
Subject: Renewal of Sales Representative Licenses in Maine
Date: December 6, 2018

Effective with your renewal for 2019, we will be using a new web-based licensing service to renew your license and pay the license and application fee using a debt or credit card. This licensing service will be available on our website starting Wednesday, December 12, 2018, at www.maine.gov/dafs/bablo/liquor-licensing. Look for Sales Representative Licensing under Online Services on this page.

This service will also allow for first time sales representative licensing. If you are applying for a new license, a letter from the company/supplier stating that you are authorized to represent the company/supplier in Maine must be uploaded as part of this online application process.

As part of this online service, you will be emailed your license once the payment has been validated. Additionally, you will receive an email reminder to renew your license at least 30 days prior to the expiration of your license.

All sales representative licenses are valid through December 31st of each year regardless of when the license is issued during the year.

On another note, we get questions regarding seller server training and its impact on your sales representative license. For licensing, it is **not** required that you have had this training. You must have completed this training if you are participating in tasting events. Please visit our website at www.maine.gov/dafs/bablo/liquor-lottery-rules-statutes for access to Maine's liquor laws, specifically to view these requirement see Section 1505 or go to www.mainelegislature.org/legis/statutes/28-A/title28-Asec1505.html for complete requirements to participate in tasting events.

If you have any questions regarding this service, email the Division at MaineLiquor@Maine.gov.