



What dealers need to know.

The Philadelphia Beverage Tax is coming.

- Starting on January 1, 2017, the city will impose a 1.5-cents-per-ounce tax on the distribution of sweetened beverages, as well as syrups and concentrates used to make sweetened drinks.
- Payment of the tax will be the responsibility of distributors.
- Distributors are businesses or entities who sell wholesale to dealers (aka retailers), who in turn sell to consumers at the retail level. Dealers include but are not limited to restaurants, retail stores, street vendors, owners and operators of vending machines, and distributors who engage in retail sales.

What does this mean for me?

- As a dealer, you are required by the new Philly Bev Tax law to purchase sweetened beverages from a registered distributor.
- If you choose to purchase from a distributor who is not registered, you are required to register and pay the tax yourself, or face fines and penalties.
- Additional point-of-purchase materials that easily and conveniently explain the tax to your customers are included with this toolkit. You'll find the following:
 - o Tear-off fact sheets that explain the tax to your customers.
 - o Window clings and cash register/cooler door decals that alert customers of the tax and encourage them to get more information.

QUICK GUIDE

What do I need to do?

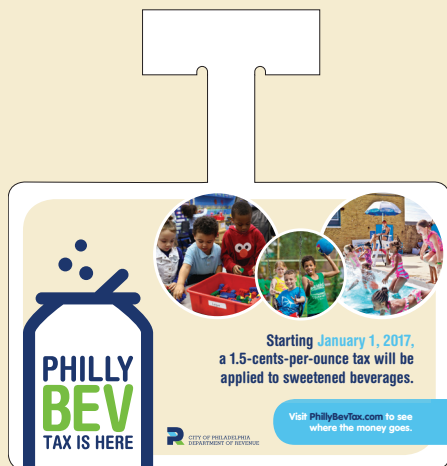
- Distributor registration begins in November 2016. Now is the time to start communicating with your current distributors or to find distributors who are now compliant or plan to be compliant with the tax (a list of compliant distributors will be available online at PhillyBevTax.com).
- You will need to notify your distributors that you are located in Philadelphia and that they will need to pay the Philly Bev Tax on the products they supply to you. Use your PA Sales Tax Exemption Certificate (or alternative form available at PhillyBevTax.com) as your notification.
- Keep track of your invoices. Once you have notified a registered distributor that you are located in Philadelphia, your invoice will show that your distributor has paid the tax. You may be asked to provide those invoices to the Department of Revenue in the future to prove you purchased from a registered distributor.

Visit PhillyBevTax.com to see a list of distributors who are registered.

Included in this kit you'll find the following in-store customer communication materials:

4 x 7 Decal • 5 x 4 Window Cling • 25-Sheet Tear Pad

Also available but not included are retail shelving danglers. If you wish to order more of any of these materials please visit PhillyBevTax.com.



Dangler



Tear Pad



Decal



Window Cling