

Changes to Delinquent Notification Process - Frequently Asked Questions (FAQ)
June 2011

- 1. How do I opt in to receiving notifications via email?**
 - a. You must enroll in the email notification service. Contact your Sales Rep or Customer Service at 1-800-441-5614 for the form and information about the notifications. The form is also available on our website at www.empiremerchants.com under “Customer/Important Updates” tab. It will also be located in “News and Events” for an introductory period.

- 2. Will I still get a letter in the mail from Empire regarding a Notice of Default?**
 - a. Not if you opt agree to receive the email notifications. Once you opt in to receiving electronic notifications, you will no longer receive the “Notice of Default” by first class mail.

- 3. Will I still be mailed a monthly statement?**
 - a. Yes.

- 4. What do I do if I am disputing an invoice?**
 - a. You must contact our Customer Service department prior to the Notification Date. You must also pay any portion of the invoice which is not in dispute.
 - b. Empire Merchants has up to 7 days from the original Notification Date to investigate the claim and make a determination. The sooner you contact the Customer Service Department, the more time we will have to investigate and determine if your invoice should be adjusted.

- 5. What if you investigate my dispute and I still do not agree with your conclusion?**
 - a. Under NYS law, we are required to notify the New York State Liquor Authority as soon as we conclude that you owe us money on an invoice for the sale of goods or delivery charges.
 - b. If you disagree with our determination you may appeal to the NYS Liquor Authority. It has the discretion to investigate your claim and to remove you from the Delinquent List either during its investigation or upon a finding that good cause exists to remove you from the List.

- 6. Do I have to receive this notification via email?**
 - a. No, if you chose not to enroll in this service you will continue to receive the Notice of Default via first class mail service. However, because we are required to notify the New York State Liquor Authority electronically and will be sending you a notice by mail, you will not receive the mailed notification until after you have been placed on the New York State Liquor Authority’s Delinquent List. No wholesaler is permitted to grant credit to a retail licensee who is on that list.

7. What happens when I supply my email address?

- a. Once you complete the Enrollment Form, the form can be given to your Sales Rep or faxed directly to Empire Merchants at 718-389-7175.
- b. Once we process the request, you will receive a confirmation email. You will not be enrolled in the email notification program until you respond to the email confirming your email address.
- c. If you do not receive an email confirmation within 10 days of submitting your enrollment form, please contact Customer Service at 1-800-441-5614 as you have not been enrolled in the program.

8. Will Empire Merchants share my email address with other companies?

- a. Empire Merchants takes the issue of privacy seriously. Please take the time to review our privacy policy at www.empiremerchants.com under the “Customer/Policy Memos” tab.

9. Can I opt out of this service in the future?

Yes. If you do not wish to receive this notification via email, please send an email to notifications@empiremerchants.com with the word “UNSUBSCRIBE” in the subject line.