

## Antes, Christopher

---

**From:** Lou Wildeman <lou@sobrospirits.com>  
**Sent:** Wednesday, March 18, 2026 2:55 PM  
**To:** ATC-Rules  
**Subject:** Comments on Proposed Readoption of 905-IAC 32.1 Group Purchasing Agreements  
**Attachments:** Lou Wildeman additional testimony.pdf

**EXTERNAL EMAIL:** This email was sent from outside your organization. Exercise caution when clicking links, opening attachments or taking further action, before validating its authenticity.

Thank you, members of the Commission for hearing the concerns of hundreds of Hoosier small businesses regarding possible changes to Rule 32.1.

I think the Commission was interested in some additional information on deal levels; and I am including additional large deals here. Everything is electronic now, so these are taken from their website. Some may be difficult to understand. I am available to explain any questions you may have regarding these deal levels.

Once again I ask the Commission to renew Rule 32.1 as currently written. I appreciate your time and consideration on this matter. It is extremely important to many Indiana small business people.

Lou Wildeman  
SoBro Spirits  
317.255.7038  
317.441.8237 mobile



# SOBRO

SPIRITS. WINE. CRAFT BEER.

Thank you, members of the Commission for hearing the concerns of hundreds of Hoosier small businesses regarding possible changes to Rule 32.1.

I think the Commission was interested in some additional information on deal levels and I am including additional large deals here. Everything is electronic now, so these are taken from their website. Some may be difficult to understand. I am available to explain any questions you may have regarding these deal levels.

Once again I ask the Commission to renew Rule 32.1 as currently written. I appreciate your time and consideration on this matter. It is extremely important to many Indiana small business people.

Sincerely,

Lou Wildeman

# JOHNSON BROTHERS FOCUS GUIDE

(SUBJECT TO CHANGE)

## JUNE NEW ITEMS:

- LUCKY ONE RTD (GALLO FT MISS PEACHES W/ DAVE PORTNOY OF BARSTOOL SPORTS):** 4.5%ABV  
-4 PACKS: ORIGINAL, PEACH, BLUEBERRY, RASPBERRY (LINE PRICED W/ HIGH NOON VODKA)  
-VARIETY 8 PACK: (LINE PRICED W/ HIGH NOON VODKA) \*SEPARATE DEAL FROM HIGH NOON\*
- HIGH NOON VODKA ICED TEA LAKE PACK (8PK):** ORIGINAL, HALF & HALF, GREEN TEA, & PEACH (LINE PRICED)
- HIGH NOON VODKA ICED TEA 700ML TALL BOY:** NOW IN STOCK
- HIGH NOON TEA PEACH, ORIGINAL, & HALF N HALF:** NOW IN STOCK
- SOONHARI LYCHEE & PLUM:** LINE PRICED WITH ALL SOONHARI AT \$70/CS
- MYERS NAVY STRENGTH RUM:** TBA
- GFV 200ML:** NEW (TRANSITIONING FROM 187ML) SAME PRICE AS THE 187ML AT \$26.50/CS (2 FOR \$3)

## JUNE BUY INS & PRICING CALL OUTS

### WINE:

- BAREFOOT 1.5L:** BUY IN! AT \$50.40 IN JUNE (NORMALLY \$52.20) BACK IN SEPT
- MARK WEST:** BUY IN! DEEP AT \$90 (NORMALLY \$96) BACK IN DEC
- APOTHIC:** BUY IN! DEEP AT \$87 (NORMALLY \$90)
- FRANCISCAN**

### SPIRITS:

- BUZZBALLZ BIGGIES:** 1000CS AT \$33.75; 250CS AT \$37.50; 10CS AT \$41.55
- BIRD DOG 750ML:** BUY IN! 25CS DEEP AT \$79.95
- PAUL MASSON LARGE SIZES 100CS M/M:**  
-VS & FLAVORS 750ML: \$69 (NORMALLY \$75) 1.75L \$76.50 (NORMALLY \$81)  
-VSOP 750ML \$78 (NORMALLY \$86.30) 1.75L \$81 (NORMALLY \$86.35)
- FIREBALL SMALL SIZES PALLET DEALS**  
-375ML (77CS): \$120 (NORMALLY \$129.44)  
-200ML (72CS): \$129.60 (NORMALLY \$145.68)  
-100ML (140CS): \$47 (NORMALLY \$61.50)  
-50ML (108CS): \$72 (NORMALLY \$80)

## JUNE FREE GOOD DEALS:

- FIREBALL ALL (ONLY THROUGH JUNE 13<sup>TH</sup>):** BUY 50CS M/M, GET 1CS 50ML NC (\$80 VALUE)  
BUY 250CS M/M, GET 8CS 50ML NC (\$640 VALUE)
- PLATINUM (NO 50ML) (ONLY THROUGH JUNE 13<sup>TH</sup>):** BUY 25CS, GET 1CS 1.75NC (\$58.50 VALUE)  
BUY 100CS, GET 6CS NC (\$351 VALUE)
- PAUL MASSON (NO 50ML)(ONLY THROUGH JUNE 13<sup>TH</sup>):** BUY 100CS, GET 3CS VS 200ML NC (\$129.60 VALUE); BUY 250CS, GET 10CS VS 200ML NC (\$432 VALUE); BUY 500CS, GET 25CS VS 200ML NC (1080 VALUE)
- CANADIAN MIST, EARLY TIMES, SOCO, SEAGRAMS VO M/M (NOT INCLUDING 50ML)(ONLY THROUGH JUNE 13<sup>TH</sup>):** BUY 75CS, GET 5CS MIST 1.75 NC (\$337.50 VALUE); BUY 250CS, GET 20CS MIST 1.75 NC (\$1350 VALUE); BUY 500CS, GET 50CS MIST 1.75 NC (\$3375 VALUE)
- WINDSOR:** BUY 1000CS, GET 150CS 1.75NC; BUY 500CS, GET 70CS 1.75NC; BUY 100CS, GET 13CS 1.75NC; BUY 25CS, GET 3CS 1.75 NC

**PRICE INCREASES 2025 (ALL ON SEPARATE WORKSHEET I EMAILED)**



# FROM SOUTHERN WINE & SPIRITS

<u>BRAND</u>	<u>SIZE</u>	<u>250 CS PRICE</u>	<u>250 BTL PRICE</u>	<u>500 CS MAKERS PRICE</u>	<u>500 CS BTL</u>	<u>BTL SAVINGS</u>
Makers 46	750	\$125.94	\$20.99	\$112.44	\$18.74	\$2.25
Makers Mark Regular	1.75	\$224.94	\$37.49	\$200.00	\$33.33	\$4.16
Makers Mark Regular	750	\$224.88	\$18.74	\$200.00	\$16.67	\$2.07
		<u>250 CS PRICE</u>	<u>250 BTL PRICE</u>	<u>150 CS BASIL PRICE</u>	<u>150 CS BTL</u>	<u>BTL SAVINGS</u>
Basil Hayden Dark Rye	750	\$261.00	\$43.50	\$261.00	\$43.50	\$0.00
Basil Hayden Bourbon	750	\$314.90	\$26.24	\$296.60	\$24.72	\$1.53
		<u>250 CS PRICE</u>	<u>250 BTL PRICE</u>	<u>150 CS KNOB PRICE</u>	<u>150 CS BTL</u>	<u>BTL SAVINGS</u>
Knob Creek Bourbon	750	\$125.94	\$20.99	\$112.44	\$18.74	\$2.25
Knob Creek Maple	750	\$125.94	\$20.99	\$112.44	\$18.74	\$2.25
Knob Creek Rye	750	\$125.94	\$20.99	\$112.44	\$18.74	\$2.25

1800 Silver

150mls

Current Deal Pricing / Future Deal Pricing

Deal Code	Minimum Quantity	Discount per Case	Deal Price per Case	Deal Price per Unit	Deal Price per Ounce
Brand	1 Case	\$18.00	\$297.00	\$24.75	\$0.98
Brand	3 Case	\$36.00	\$279.00	\$23.25	\$0.92
Multi-Brand	5 Case	\$18.00	\$297.00	\$24.75	\$0.98
Family	5 Case	\$27.00	\$288.00	\$24.00	\$0.95
Family	5 Case	\$45.00	\$270.00	\$22.50	\$0.89
Brand	10 Case	\$45.00	\$270.00	\$22.50	\$0.89
Multi-Brand	20 Case	\$45.00	\$270.00	\$22.50	\$0.89
Brand	25 Case	\$45.00	\$270.00	\$22.50	\$0.89
Brand	50 Case	\$48.69	\$266.31	\$22.19	\$0.87
Brand	100 Case	\$49.59	\$265.41	\$22.12	\$0.87
Brand	250 Case	\$49.59	\$265.41	\$22.12	\$0.87
Brand	300 Case	\$58.59	\$256.41	\$21.37	\$0.84
Multi-Brand	400 Case	\$58.59	\$256.41	\$21.37	\$0.84
Brand	500 Case	\$58.59	\$256.41	\$21.37	\$0.84

Ends On 03/31/2026

Available On 04/01/2026

*Knob Creek*

Current Deal Pricing | Future Deal Pricing

Deal Code	Minimum Quantity	Discount per Case	Deal Price per Case	Deal Price per Unit	Deal Price per Ounce
Brand	1 Case	\$31.75	\$193.50	\$32.25	\$1.27
Brand	3 Case	\$44.39	\$180.86	\$30.14	\$1.19
Family	5 Case	\$53.25	\$172.00	\$28.67	\$1.13
Brand	10 Case	\$63.25	\$162.00	\$27.00	\$1.06
Brand	150 Case	\$112.81	\$112.44	\$18.74	\$0.74 <span style="border: 1px solid black; border-radius: 50%; padding: 2px;">Ends On 03/31/2026</span>
Multi-Brand	300 Case	\$63.25	\$162.00	\$27.00	\$1.06 <span style="font-size: small;">Available On 04/01/2026</span>
Multi-Brand	400 Case	\$63.25	\$162.00	\$27.00	\$1.06 <span style="font-size: small;">Ends On 03/31/2026</span>

\*Pricing displayed is effective today - subject to change in your cart based on delivery date

*MAKERS MARK*

Current Deal Pricing Future Deal Pricing

Deal Code 1	Minimum Quantity	Discount per Case	Deal Price per Case	Deal Price per Unit	Deal Price per Ounce
Brand	1 Case	\$31.27	\$296.25	\$24.69	\$0.97
Brand	3 Case	\$40.52	\$287.00	\$23.92	\$0.94
Family	5 Case	\$49.82	\$277.70	\$23.14	\$0.91
Brand	10 Case	\$49.82	\$277.70	\$23.14	\$0.91
Brand	25 Case	\$67.22	\$260.30	\$21.69	\$0.86
Brand	100 Case	\$75.52	\$252.00	\$21.00	\$0.83
Multi-Brand	300 Case	\$67.22	\$260.30	\$21.69	\$0.86
Multi-Brand	400 Case	\$67.22	\$260.30	\$21.69	\$0.86
Brand	500 Case	\$127.52	\$200.00	\$16.67	\$0.66

Ends On  
03/31/2026



Basil Hayden >

**Basil Hayden's Straight Bourbon 80**

524892 • 750ML • 12 Per Case • Glass • Synthetic  
Cork Closure

Cases

- 0 +

\$486.00

Units

- 0 +

\$40.50

Add to Cart

Current Deal Pricing | Future Deal Pricing

Deal Code	Minimum Quantity	Discount per Case	Deal Price per Case	Deal Price per Unit	Deal Price per Ounce
Brand	1 Case	\$63.00	\$423.00	\$35.25	\$1.39
Brand	3 Case	\$81.00	\$405.00	\$33.75	\$1.33
Family	5 Case	\$96.00	\$390.00	\$32.50	\$1.28
Brand	10 Case	\$99.09	\$386.91	\$32.24	\$1.27
Brand	25 Case	\$126.00	\$360.00	\$30.00	\$1.18
Brand	150 Case	\$189.40	\$296.60	\$24.72	\$0.97
Multi-Brand	300 Case	\$99.09	\$386.91	\$32.24	\$1.27
Multi-Brand	400 Case	\$99.09	\$386.91	\$32.24	\$1.27

Ends On  
03/31/2026

Available  
On  
04/01/2026

Ends On  
03/31/2026