

Extension of deadline for compliance with formalities relating to marking of retail prices in alcoholic beverage bottles



Official Gazette of the Bolivarian Republic of Venezuela N° 40746, dated September 15, 2015.

Administrative Ruling SNAT/2015/0017 ¹, which provides for formalities relating to the marking of retail prices (PVP, for its acronym in Spanish) in alcoholic

beverage labels was amended by means of Administrative Ruling SNAT/2015/0056 ², which

extends the deadline for compliance with those formalities.

The most relevant aspects contained in Administrative Ruling N° 2015/0017 and its amendment N° 2015/0056 are as follows:

1. Costs incurred from the production and import of alcoholic beverages and the related profit margins until the product reaches the end consumer are considered in determining the Retail Price (PVP). It is important to highlight that amounts added for taxes shall not exceed maximum percentages allowed by the regulatory body on pricing and costs matters.
2. The retail price of alcoholic beverages shall comprise the PVP plus corresponding taxes, except for local or imported alcoholic beverages for sale under special customs regime.
3. Manufacturers, domestic and artisan drink producers, and importers shall notify any variations in prices of alcoholic beverages to the National Tax Administration at least fifteen (15) business days prior to the settlement of the tax over the PVP.
4. The price of alcoholic beverages shall be marked in a visible area and in such a way that it cannot be easily removed.
5. Prices shall be marked in the tax label or in bottles and structured as follows: Letters PVP+IMP, followed by total amount payable expressed in numbers, duly separated by points (.) for thousands, and comma (,) for two (2) decimals. In verifying the banding, the corresponding officer shall make sure that the PVP is consistent with the PVP used as a basis for the calculation of the tax settled and paid, and certify so be means of an act.
6. The deadline for manufacturers, domestic and artisan drink producers, and importers to adjust labels or containers for PVP marking purposes will be extended until January 6, 2016. Likewise, the deadline for those manufacturers, domestic and artisan drink producers, and importers required to report prices of alcoholic beverages in lists previously notified to the National Tax Administration will be extended until the same date indicated above.
7. The list of prices of alcoholic beverages shall contain: (i) type of alcoholic beverage, (ii) PVP and amount of national taxes, and (iii) end retail price of alcoholic beverage to be paid by end consumers.

¹ Published in Official Gazette N° 40656, dated May 8, 2015, issued by the National Tax and Customs Administration Office (SENIAT, for its acronym in Spanish).

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