

Well that just might change...

- Tired of having no choice in where you buy your wine & liquor?

- Frustrated that someone can buy a bottle of wine or liquor from the local liquor store for less than you can buy it?

- Ever run out of a product and wished you could buy it from your local liquor store without worrying about the SLA breathing down your neck?

- Lost your patience with split case charges, fuel surcharges and deliveries when your wholesalers decide they want to deliver no matter what you want?

The state is considering letting bars, restaurants and taverns buy wine and liquor from liquor stores. It's part of the Governor's proposal to allow the sale of wine in food stores.

If passed, on premises licensees would be able to buy wine and spirits from liquor stores, providing an opportunity to save money, improve service and increase your purchasing flexibility.

Imagine how much better off you would be with even a little competition in the wholesale marketplace.

**BUT YOUR LEGISLATORS NEED TO KNOW
YOU SUPPORT THIS PROPOSAL**

Call toll free 1-800-610-6290, listen to the message, follow the instructions and you will be connected to your legislator's office

Tell them **YOU SUPPORT THE WINE INDUSTRY & LIQUOR STORE REVITALIZATION ACT** because it will improve your business

**Relief from Liquor
Wholesalers Proposed**

Wine Industry & Liquor Store Revitalization Act FAQ

1. What does the Act do?

The Wine Industry & Liquor Store Revitalization Act would allow food stores to sell wine. It also would provide liquor stores with new and expanded business opportunities and it will permit bars and restaurants to buy wine and liquor from liquor stores. It generates \$300 million in revenues to fill state budget holes without raising any new taxes.

2. Won't this cause 1000 liquor stores to close killing 4500?

No. The economic impact study cited by liquor stores makes the claim but the study did not attempt to assess the validity of this claim. Instead, their report estimates how many jobs will be lost IF 1000 liquor stores closed. In other words, there is no study that says 1000 stores will close – they made it up.

3. What will be the economic impact?

According to the American Economic Group found that expanding wine outlets in New York State will create 2000 net new jobs in wine production, sales and distribution in New York State. And in states that permit wine sales in food stores there are more liquor stores per person than in states that do not allow wine sales in food stores.

4. Will this bill only benefit out-of-state wineries?

No, an independent study by Cornell economist Bradley Rickard found that both New York State and out-of-state wine sales will increase.

5. Is there any benefit for liquor stores besides the ability to sell potato chips?

The Act includes numerous benefits for liquor stores, changes that the liquor stores has sought for years to bring their business into the modern era. The benefits for liquor stores includes an extended credit period, permission to sell complementary food items (gourmet foods, cheeses, breads, etc.), limits COD requirement when placed on delinquent list to just the supplier to whom the store is delinquent in payment, expanded tastings, permits stores to join together in cooperative buying groups to save money on volume discounts and authorizes retail to retail sales by liquor stores to bars, restaurants and taverns.