



October 30, 2023

Ainsley Giglierano
Vice President of Public Affairs and State Policy
Distilled Spirits Council of the United States

Dear Liquor Advisory Group Members,

The purpose of the Liquor Advisory Group as outlined by Governor Polis in his July 2022 letter is to “modernize, clarify and harmonize the statutes that regulate alcohol beverages.” Proposal 31 would undo modernizations that were achieved with stakeholder input and through great compromise – of which independent retailers were a part – and is antithetical to those aims.

Proposal 31 would eliminate market access consumers already enjoy in Colorado, stripping them of convenience and choice rather than working to enhance it. Further, it would reinstate and perpetuate the unfair market access challenges spirits producers already face with far fewer outlets than their competitors. In no way is eliminating current consumer privileges a way to modernize and harmonize Colorado’s alcohol statutes.

Proposal 31 would place unnecessary and outdated restrictions on adult consumers looking to responsibly enjoy their favorite spirits products. Adopting this proposal would send Colorado back in time and undo statutory provisions meant to support consumer choice and competition.

We respectfully ask the Liquor Advisory Group to vote “NO” on this proposal and keep Colorado moving forward by protecting the modernizations codified in SB 197 that increase consumer convenience and promote a fair marketplace.

Thank you for your time and consideration.

Sincerely,

A handwritten signature in black ink that reads "Ainsley Giglierano".

Ainsley Giglierano
Vice President of Public Affairs & State Policy
Distilled Spirits Council of the United States