



STATE OF
COLORADO

Hollar - DOR, Noelle

Fwd: Colorado Retail Council: Recommendations for SUD Recovery/Product Placement Rule Changes

1 message

Gaffney - DOR, Joseph
To: Noelle Hollar - DOR

Sun, Aug 11, 2024 at 2:15 PM

Joseph Gaffney
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COLORADO
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From: **Angie Howes** <angie@howeswolf.com>
Date: Sun, Aug 11, 2024 at 1:36 PM
Subject: Colorado Retail Council: Recommendations for SUD Recovery/Product Placement Rule Changes
To: Stone-Principato - DOR, Michelle
CC: Gaffney - DOR, Joseph

Hi Michelle,

The Colorado Retail Council, representing grocery, big box, and c-store retailers across the state, recommends the following proposals for the SUD Recovery Taskforce to consider re: changes to alcohol displays/product placement in retail environments:

1) **Point of Sale:** Remove all alcohol products from Point of Sale (adjacent to register) in all stores. "Point of Sale" must be defined to take into account space considerations for smaller format stores. "Point of Sale" must be differentiated in particular stores that may have more than one "Point of Sale" location (example, King Soopers Glendale).

2) **Co-Branded/Cross-over Products:**

a) non-alcoholic and alcoholic co-branded/crossover products must be notably separated from each other. They will not be sold in the same aisles, and alcohol co-branded/cross-over products will not be merchandised with other non-alcohol products. The Colorado Retail Council offers language from Illinois as a good example of how to achieve this goal. (will be provided in separate communication)

3) **Temporary Display in Entrance of Stores:**

The practice of setting up temporary displays in the entrance of stores ceases. Caveats must be included in rules to account for space restrictions in smaller format stores (c-stores, etc) so as not to be too restrictive for storage concerns.

The Colorado Retail Council understands the purpose of SB24-048 and the subsequent required rulemaking process led by LED. However, we urge your department to include other license types/alcohol retailers and their current business practices in this process as well. If the goal is to address concerns of those in recovery, it's only appropriate to also consider regulations on **all** alcohol retailers. For example, retail liquor stores that advertise alcohol products visually and outwardly from their storefronts, often using these display ads to entice customers with a lower price or special deal seem to be engaging in behavior that would concern recovery advocates. These stores are very often located directly adjacent

to other retailers that the general public frequents without regard to alcohol: nail salons, the local coffee shop, vitamin shops, school tutors, grocery stores, bubble tea shops, shoe stores, etc. Also, many retail liquor stores sell co-branded products, so should any rule changes on those matters not also be in place for other types of licenses?

We thank the department and the task force, particularly the recovery community for the conversation around their concerns and experiences. Our recommendations are a good faith effort to balance the concerns of the recovery community and wider consumer expectations. We look forward to tomorrow's task force meeting and discussing these proposals.

Thank you,

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