



Colorado Retail Council
1580 N. Lincoln Street, Suite 1260, Denver, CO 80203
Phone (303) 246-5753

September 13, 2023

Ms. Michelle Stone-Principato
Director
Liquor Enforcement Division
Colorado Department of Revenue
michelle.stone-principato@state.co.us

RE: *Liquor Advisory Group September 14 Vote on Proposal 31:*
[Repeal of Liquor-licensed Drugstore \(LLDs\) License Type](#)

Dear Ms. Stone-Principato:

Founded in 1966, the Colorado Retail Council (CRC) represents over 1,500 retail locations and includes some of the very largest private employers in the Centennial State.

Our members are firmly opposed to Proposal 31 - **repeal of 44-3-410 and elimination of the liquor-licensed drugstore license.**

Since the Colorado General Assembly began [modernizing our antiquated alcohol laws in the form of SB16-197](#), Colorado has taken a number of steps toward catching up with much larger western states that allow for strong competition and convenience for the consumer. Just last year citizens voted to allow for wine in grocery stores. We believe Proposal 31 will send the state in the exact wrong direction.

For the last two decades, we have heard the oft-repeated fallacious prophecies of Colorado minors being sold alcohol on a grand scale at our member stores. Because of our experience in our states, the regular training of our employees, and Point of Sale computer systems that ensure ID's are checked - none of those dark prophecies came true.

Finally, as the Colorado General Assembly has contemplated various pieces of legislation over the years that proposed expansion of liquor licenses, our association never opposed such efforts; we in fact have urged state officials to allow natural competition to flourish, knowing that in the end it will benefit the Colorado consumer.

Thank you.

Sincerely,

Christopher D. Howes
President