



October 30, 2023

Dear Liquor Advisory Group members,

On behalf of the citizens of Colorado, I am writing to express our sincere gratitude for your dedicated efforts as members of the Liquor Advisory Group over the past year.

Your tireless work, research, and thoughtful recommendations have not gone unnoticed. The liquor industry plays a vital role in our state's economy and culture, and your commitment to ensuring its continued growth and evolution is commendable.

Your recommendations, which address a wide range of issues from liquor establishment service hours, to simplification of license types, are a testament to your dedication to improving the efficiency of the industry for both businesses and consumers. We recognize that finding a balance between fostering economic development and innovation while promoting responsible consumption is no easy task, and your insights are invaluable in achieving this delicate equilibrium.

The proposed modernization measures you have put forth promise to streamline processes, enhance consumer choice, and boost business opportunities. As we move forward, we anticipate positive outcomes that will benefit all stakeholders.

Once again, thank you for your dedication, expertise and hard work. Your contributions will undoubtedly shape the future of the liquor industry in Colorado, making it more vibrant, competitive and responsive to the needs of our residents.

Sincerely,

A handwritten signature in blue ink that reads "Jared Polis".

Jared Polis
Governor
State of Colorado