

In regards to Direct to Consumer shipping by craft distilleries in the state of Colorado:

We are a small family owned and operated distillery in Fraser, Colorado, and have been in operation for 5 years. We have a tasting room in our town, and we self distribute mostly in our own county, but we also have a handful of locations that we supply in the front range. While we have a local following with regulars from our county and weekenders from the front range, our business also relies heavily on the tourist traffic through our community. Subsequently, we receive requests every single week for shipping of our products from customers that have traveled back home and want to continue purchasing our products.

As craft distilling grows across the country, many states are working on similar legislation in addition to the states that already allow shipping. Kentucky, who already dominates the bourbon market, is included in this list. Colorado has made a name for itself as a tourism friendly state, a business friendly state, and a brewery and distillery friendly state. All of these things intertwine to create a state people want to live in, visit, and spend their money.

With our tasting room, we have trained ourselves and our staff to prevent the consumption of alcohol by minors, and we would be willing and eager to work within whatever regulations necessary to ensure that this would continue in a DTC environment. With multiple states and distributors allowing shipping (wine clubs abound), this is already happening across the country.

We believe that allowing direct to consumer shipping from Colorado craft distilleries will hugely benefit the small businesses across the state while bringing in out of state money to Colorado and make Colorado distilleries competitive across the country. We also believe that the amount of DTC would also have a negligible effect on the big distributors as Colorado is already a “self distribute” state. Our previous election showed that the people of Colorado want to make their own choices on where/how they purchase alcohol, and this will help level the playing field for small producers.

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Fraser Valley Distilling