

STATE OF
COLORADO

LED_Rulemaking - DOR, DOR <dor_led_rulemaking@state.co.us>

Regulation of Retail Operations Meeting 7-20

1 message

Eric Tegl <eric@4pointscommercial.com>

Mon, Jul 17, 2023 at 5:29 PM

To: "DOR_LED_RULEMAKING@state.co.us" <DOR_LED_RULEMAKING@state.co.us>

Cc: "Admin Actions - DOR, LED" <led_adminactions@state.co.us>

Hello,

I sent a public comment that is listed on the agenda for this Thursday's meeting regarding coupons in grocery stores. I wanted to provide additional information to be considered before the meeting.

Attached is a summary of wine products that the net selling price is below cost. King's offers a 10% off 6 bottles that can be combined with the coupon that nets below the best published retailer cost. On some items the net is below cost without applying the 10% discount. There is no way 117 Kroger stores in the state of Colorado are buying the best case deal available on wine to get even close to the selling cost. The conclusion is the distributors are offering a lower-case price to Kroger than to independent retailers.

Attached is a summary of beer products that the net selling price is below cost. Some of these products were part of my original letter and continue for weeks. The #1 concern is the domestic 24pk pricing (Bud & Coors). The net selling price is \$16.99 far below the best net price. These packages are the most competitive items in the industry and consumers are very price conscience.

This weekend I discovered that now Costco has instant savings like the digital coupons that Kroger is doing. Attached are 3 examples.

If needed I will provide the proof of distributor pricing in the market to back up my numbers.

If the state does not take action to control these incentives and offers not available to independent retailers, it will destroy the liquor store industry. These are clearly unfair business practices.

Thank you

Eric Tegl

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4 attachments



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