

STATE OF  
COLORADO

LED\_Rulemaking - DOR, DOR &lt;dor\_led\_rulemaking@state.co.us&gt;

---

## LAG Regulation of Retail Operations Subgroup INPUT SEE Attached

1 message

---

**Brian Lucas** <brianlucas81@gmail.com>  
To: dor\_led\_rulemaking@state.co.us

Thu, Jun 15, 2023 at 9:23 AM

The Pueblo Liquor group would like to submit the following comments for consideration.

In an effort for the more than 28 stores in Pueblo and the surrounding area to promote public safety we have formed a group that meets regularly to share information and develop best practices to keep our community safe. We would like this group to consider suggesting to the legislature to give some local control to cities as each city has unique challenges. Currently, Pueblo has had a huge spike in crime. We would like the City of Pueblo to have some input on the sale of alcohol. We think a designated self or cashier manned register in grocery stores will help with the regulated sale of alcohol. Or the ability for each city to determine if they want self-checkout in their jurisdiction. Currently, the law says once an alcohol product has been scanned an employee must stay with the transaction for the entire transaction, until **completion**. *“(III) Not allow consumers to purchase malt, vinous, or spirituous liquors at a self-checkout or other mechanism that allows the consumer to complete the alcohol beverage purchase without assistance from and completion of the entire transaction by an employee of the liquor-licensed drugstore”;*

We have been advised that although that’s what the law says, its not what the law means. This wording has been interpreted to mean a cashier must check your id and walk away. The problem with this is drafting. After asking more than 30 middle and high school students we have found out they are taking a legal purchaser to the store with them, as soon as the alcohol is scanned the ID is checked the “adult” walks away and the child pays. If the employee does not stay with the transaction, how can they know who pays? A designated alcohol lane would help combat this issue.

In the interest of public safety, we would like to see Alcohol sold at the same register cigarettes are sold. All the infrastructure is already in place and would not be a financial burden on the grocery stores at all. Why can’t cigarettes be purchased at self-checkout? Why are cigarettes, Claritin D and ammunition not allowed in self-checkout but alcohol is?

California does not allow Self check out at all. They were sued by the grocery stores and the ban was upheld by the appeals court.

Currently, there are no restrictions on where products can be placed. Some states are putting restrictions on the placement of products that look similar to non-alcohol products. Virginia is the latest to sign a bill that has restrictions. ( BEAST and MONSTER, Arnold Palmer, and Sunny D are a few products that resemble non-alcoholic products so closely that they are easily confused.) We would like to see some regulations on the placement of these products.

Currently, there has been a huge influx of fake IDs from websites like ID GODS.com. New Mexico seems to be the most popular here in Pueblo. We scrutinize these IDs very closely but don’t want to risk making legitimate customers feel uncomfortable, if there is some way to help regulate this on a state level it would be helpful. Knowing we cannot regulate the fake ID makers can we heavily penalize the holder of the fake id?

Thank you,

Jackie Seybold



**The Pueblo Liquor group would like to submit the following comments for consideration.docx**  
15K