



Date: 27 April 2023

To: Mr. Mark Ferrandino – Executive Director/CEO, Colorado Department of Revenue  
Ms. Michelle Stone-Principato – Director, Colorado Department of Revenue – Liquor Enforcement Division

Re: Proposal - Colorado Manufacturer's Sales Room Sales of Other Colorado-Produced Alcohol Beverages

Ms. Principato, Mr. Ferrandino,

I am submitting this proposal based upon the discussions the Marketing Structure sub-group had last week, related to the sales of other Colorado-produced Alcohol Beverages in Licensed Colorado Alcohol Manufacturers Sales rooms.

I propose the following:

- 1) That any sales room operated by a Licensed Colorado Alcohol Manufacturer be given the privilege to sell up to 30% of revenue any other Colorado-manufactured Alcohol Beverage, for On-Premise consumption only.

I'll note here that; 1) Other states have similar provisions in their laws or rules, and 2) That Colorado Wineries already have the privilege of selling other Colorado wines in their sales rooms for both on and off-premise consumption.

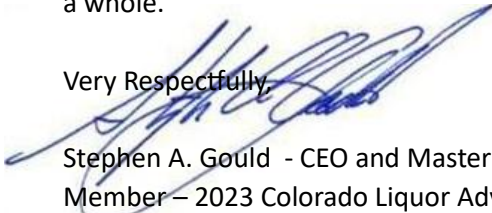
- 2) That any sales room operated by a Licensed Colorado Alcohol Manufacturer be given the privilege to sell any "collaborative product" that involves their company for both on an off-premise consumption.

A "collaborative product" would be defined as: *Any product made by one Colorado Licensed Alcohol Manufacturer using a product or processed material from another Colorado Licensed Alcohol Manufacturer.*

An example would be a brandy produced by a Colorado Distillery using wine or cider produced by a Colorado winery/cidery ... where that final product would be able to be sold by both the distillery and the winery/cidery.

The intent of this would be to foster co-marketing and collaboration between Licensed Colorado Alcohol Manufacturers, and to further build the public's perception of the Colorado Alcohol Beverage Industry as a whole.

Very Respectfully,

  
Stephen A. Gould - CEO and Master Distiller, Golden Moon Distillery  
Member – 2023 Colorado Liquor Advisory Group