

**Liquor Advisory Group
Marketplace Structure Work Group
February 16, 2023
2:30pm - 5:00pm MT**

Zoom: <https://zoom.us/j/93019087725?pwd=cIFRZDd5bVdtOHdBcFUvd2F0QS9odz09>

This work group will consider changes to the marketplace structure and regulation of manufacturers, wholesalers and retailers that would allow for greater trade and competition within and between the tiers for a fairer and equitable marketplace.

Agenda:

2:30 pm	<p>Welcome and Introductions</p> <ul style="list-style-type: none"> ● Name, job/title, seat on LAG, interest in Marketplace work group ● Icebreaker? 	
2:50 pm	<p>Review work group process/expectations</p> <ul style="list-style-type: none"> ● How recommendations and input from work groups move to the LAG ● Confirm regular work group meeting time <ul style="list-style-type: none"> ○ 8:30 a.m - 11:00 a.m. on the third Thursday of every month. 	
3:00 pm	<p>Review topic areas for Marketplace Work Group</p> <ul style="list-style-type: none"> ● Opening up the “free market” – eliminate the monopoly wholesalers have on specific brands/manufacturers; allow retailers to purchase brands from multiple wholesalers; allow manufacturers to sell directly to retailers; level the playing field across all categories of manufacturers; allow direct to consumer sales ● Excise Tax parity for spirits, beer and wine ● RTD’s overall regulation, access and tax issues/parity ● Equality in pricing from distributor to retailer ● Fair payment/credit terms ● Review returned/damaged product rules ● Allow wholesalers to provide more merchandising and marketing support to retailers <p>Discussion:</p> <ul style="list-style-type: none"> ● What is the most important topic to you for the LAG/ this work group to address? Why? ● What is missing from the list? 	

3:40 pm	<p>Continued discussion from LAG meeting:</p> <ul style="list-style-type: none"> ● What is the definition of a free market? <ul style="list-style-type: none"> ○ What changes would make the tiers more flexible and/or competitive? ○ What changes would make the marketplace better for the consumer? ● Prioritize other topic areas to begin discussing (if time allows) 	
4:40 pm	Public Comment	
4:55 pm	<p>Next steps</p> <ul style="list-style-type: none"> ● Facilitators to create timeline to sequence discussion of topic areas 	
5:00pm	Adjourn	

Work Group Members:

Fuad Jezzini
Joe Durso
Paul Kemp
Anne Huffsmith
Kris Staaf
Jim Shpall
Eric Foster
Seyoum Tesfaye
Stephen Gould
Robert Hunt
Matthew Packard