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## Fwd: Information on Direct Shipping to Consumers

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Wed, Mar 1, 2023 at 4:17 PM

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From: **Micki Hackenberger** <[mickih@hbstrategies.us](mailto:mickih@hbstrategies.us)>

Date: Wed, Mar 1, 2023 at 3:55 PM

Subject: Information on Direct Shipping to Consumers

To: [dor\\_led@state.co.us](mailto:dor_led@state.co.us) <[dor\\_led@state.co.us](mailto:dor_led@state.co.us)>

Members of the Liquor Working Group:

My name Micki Hackenberger, I serve as Executive Director of the Wine & Spirits Wholesalers of Colorado (WSWC).

During the meeting of the “Market Place Structure” several items were discussed including the direct shipment of alcohol to consumers (DTC). Suggestions that this is a topic that should be moved forward as a recommendation for implementation is very concerning and WSWC opposes making this type of policy change. The information that was discussed in the meeting did not provide a complete picture of all sides of the issue- I am submitting a few items for consideration and will be working with our national association and others to gather more information for future meetings. The agenda contemplated by the full work group implies that this is a potential recommendation to move forward. I respectfully submit that this is a premature conclusion and a policy issue that needs input from all segments of the industry and public. There are numerous pro/con arguments on both sides of this topic that have not been researched vetted or discussed. Including problems associated with the tax collections, counterfeit and illegal shipments of alcohol, underage access and more.

WSWC works closely with the national association WSWA – as was pointed out various states (18) have considered DTC but have decided not to pass legislation. This statistic alone should give pause and require a deeper dive into all sides of the policy issue. The last state to pass DTC was Kentucky in 2020 and the issue was discussed and deliberated by the entire alcohol beverage industry. As I indicated in the public comment portion of the Market Place Structure Sub-group, we are in the process of gathering details on the results of each bill put forward. During Colorado’s most recent election the topic of delivery of alcohol was rejected by the voters. While the ballot issue was delivery by third party companies direct to consumers this topic could be considered a distinction without a difference.

I would like to submit for your information an informative piece issued by WSWA – An interview with the Alcohol Beverage Commissioner in the State of Massachusetts which found a Direct Link Between DTC Alcohol Shipping and Increased Underage Access. The entire article is here. [Massachusetts Interview](#)

In addition a *New study from WSWA Educational Foundation in partnership with Morning Consult finds potential for increased underage access, DUIs, and dangerous product a serious concern for moms and Direct-to-Consumer (DTC) Spirits Shipping.* That document is attached.

I would respectfully request that this topic be rejected as a recommendation until further and extensive review is conducted.

**Micki Hackenberger**

**Managing Principal**

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**Michelle Stone-Principato**

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<https://sbg.colorado.gov/liquor>

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Liquor Enforcement Division Email Subscription:

<https://sbg.colorado.gov/liquor-industry-members>

For licensing questions: Licensing: [DOR\\_LIQLICENSING@state.co.us](mailto:DOR_LIQLICENSING@state.co.us)

For enforcement questions: Enforcement: [DOR\\_LED@state.co.us](mailto:DOR_LED@state.co.us),

Have a Tip: <https://sbg.colorado.gov/liquor-responsible-vendor-trainers>

Are you a Clerk? Clerks Corner: <https://sbg.colorado.gov/clerks-corner>

The Division offices' email addresses and contact information are on the "contact us" page of Led's website. <https://sbg.colorado.gov/contact-the-liquor-and-tobacco-enforcement-division>

The Liquor Code and Regulations are available (in searchable PDFs) on our website on the <https://sbg.colorado.gov/liquor-enforcement-laws-rules-regulations> page.

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**2 attachments**



**US Mothers Concerned that DTC Spirits Shipping Is Dangerous.pdf**

59K



**DTC White Paper 2-21\_FINAL.pdf**

104K