

WHAT DOES RESPONSIBLE ALCOHOL DELIVERY LOOK LIKE?

Wine & Spirits Wholesalers of America defines responsible alcohol delivery as the direct transportation of alcohol from a licensed, local retailer to a consumer age 21 or older. The 21st Amendment gives each state the authority to regulate the distribution of alcohol with their communities in mind - that means smart regulation can look different from state-to-state. Check out the key components of responsible alcohol delivery:

SAME-DAY



• SAME-DAY DELIVERY

"Same-day delivery" is an important part of smartly regulated alcohol policy. It guarantees that alcohol leaves a local, licensed retailer and arrives on a consumer's doorstep on the same day.

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• AGE VERIFICATION

Delivery that originates from licensed, local retailers includes mechanisms of enforcement that ensure that alcohol is only purchased by and left in the hands of a consumer age 21 or older.

• COMPLIANT

The current U.S. alcohol supply chain is the global gold standard- balancing competition, public health, safety and the payment of taxes with providing the widest array of products on the market. Responsible delivery originates from local, licensed retailers that support a system of smart regulation that maintains this standard.

ENFORCEABLE, ACCOUNTABLE & TRANSPARENT



• REGULATORS

A system of smart regulation supports enforceable delivery practices. If only half of the 643,000 alcohol retailers in the U.S. are allowed to ship product across state lines, each state would require a **single agent to oversee 7,257 retailers** scattered across the country.



• TAXES

Alcohol that originates from outside of a state increases the loss of local and state tax revenue and undermines local businesses that employ local members of the community.



• APPS & PLATFORMS

Delivery platforms like Drizly provide access to beer, wine and spirits from local, licensed retailers, enabling product exploration and price comparison with a simple checkout process and same-day delivery - all from a smartphone.