



November 3, 2023

Governor Jared Polis  
Colorado Governor  
200 East Colfax, First Floor  
Denver, Colorado 80203

Executive Director Heidi Humphreys  
Department of Revenue  
1701 Cole Blvd, Suite 350  
Golden, CO 80401

RE: Liquor Advisory Group

Dear Governor Polis & Executive Director Humphreys:

On behalf of the Wine & Spirit Wholesalers of Colorado (WSWC) we'd like to acknowledge the time and effort of the members of the Liquor Advisory Group (LAG) appointed by you and charged with reviewing and recommending changes to Colorado liquor laws. WSWC believes that many of the recommendations that received a consensus will in fact streamline and modernize Colorado's alcohol beverage industry. We'd like to commend the division staff for ensuring that all voices were heard during each meeting and recognize their professionalism during the LAG process.

The myriad of issues brought forward addressing simplification of the licensing process and license types is a straightforward way to improve efficiencies for Colorado's businesses. WSWC strongly supports ensuring that the Liquor Enforcement Division can recover costs, penalize illegal shipments of alcohol and provide more incentives for responsible vendor training while ensuring that statutory prohibitions on various license types and restrictions on trade shows are removed. We are very pleased the LAG recognized that Colorado's three-tiered regulatory system serves an important purpose in the control of liquor sales.

While there are many consensus changes to consider based upon the LAG recommendations, we'd encourage any item with substantive policy changes to be circulated to stakeholders during the drafting process to provide technical assistance and comment prior to introduction as

legislation in the 2024 session. We feel this is important as too often the intent of a measure is lost when the drafting process occurs. Even those consensus items that require legislation should be review by stakeholders. An example would be “ Proposal 27” creation of a catering license, which is more complex and has the potential for unintended consequences. Proponents of this recommendation have already indicated a desire to continue stakeholder discussions. “Non-consensus proposals” remain contentious, therefore require further conversation and should not be consider as part of any LAG legislative proposal.

Thank you and the LED staff once again for this opportunity to review the issues.

Sincerely,

A handwritten signature in black ink, appearing to read "Micki M. Hackenberger". The signature is fluid and cursive, with the first name "Micki" and last name "Hackenberger" clearly distinguishable.

Micki M. Hackenberger  
Executive Director  
Wine & Spirit Wholesalers of Colorado