

Below are 3 different letters for you to use to urge our state reps to pass the 2024 Independent Liquor Store & On-Premise Retailer Legislation.

LETTER 1

Subject: Save The Independent Liquor Stores and the Craft Industry that Depends on It

Please pass the 2024 Independent Liquor Store and On-Premise Retailer Legislation

Colorado's year-long experiment of allowing wine in big-box and grocery stores has been a resounding failure for local communities and public safety. As many predicted during the narrow and divisive public vote in 2022, the change has been devastating to local, independent liquor stores and is causing job losses and store closures across the state. The trickle-down effect on the Colorado craft beverage industry will continue to be devastating. The loss of the independent liquor stores that carry and sell their products will hurt local breweries, wineries, cideries and distilleries, the farmers and producers that supply them and the tourism that is generated by them.

Large chains are using predatory practices to undermine local independent liquor stores. Pricing product below cost, negotiating special pricing on a national level and demanding free labor from suppliers is giving the large chains an unfair advantage, not legal or available to the independent liquor store. You can only suspect that the loss of square footage dedicated to food now occupied by a department with little profit and low margins is being made up by increasing prices elsewhere in the store.

After spending a combined total of over \$32 million dollars for a trio of ballot measures in 2022, out-of-state, billion-dollar corporations—including DoorDash, Kroger, Safeway and Instacart —showed no interest in Colorado's small businesses, the local economy or the long-term consequences to local communities.

Even though two out of the three measures failed, as many predicted there would be a high cost to Colorado by allowing wine to be sold in grocery stores. It has hurt the livelihoods and families of those who have been historically marginalized but also ignores significant safety concerns and numerous harmful consequences to everyday Coloradans.

It is time for Colorado to take action to protect our way of life and locally owned businesses, please pass the 2024 Independent Liquor Store and On-Premise Retailer Legislation.

Sincerely,

(your name here)

LETTER 2

Subject: Help Protect Our Community and Colorado's Independent Businesses from Corporate Greed

Please pass the 2024 Independent Liquor Store and On-Premise Retailer Legislation!

Colorado's year-long experiment of allowing wine in big-box and grocery stores has been a resounding failure for local communities and public safety. As many predicted during the narrow and divisive public vote in 2022, the change has been devastating to local, independent liquor stores and is causing job losses and store closures across the state. The trickle-down effect on the Colorado craft beverage industry will continue to be devastating. The loss of the independent liquor stores that carry and sell their products will hurt local breweries, wineries, cideries and distilleries and the farmers and producers that supply them and the tourism that is generated by them.

Even more shocking is the increasing lack of control on a controlled substance. It has been recently reported that the [increase in alcohol-related deaths](#) in Colorado is a result of Colorado steadily expanding access to alcohol over the past 4 years. Beer and wine licenses were granted without local licensing authority input including analyzing the needs and desires of the community and requiring distancing from schools. Beer, wine, malt based seltzers and cocktails and wine derived beverages are now available in unsecured places where children and underage young people routinely shop, often unaccompanied. Displays throughout the store, self checkout, lack of personnel for oversight throughout the store and no chase policies have created an environment inviting theft. Products like Hard Mountain Dew, Hard Arizona and Hard Spindrift create consumer confusion and an easy opportunity to market to children.

In addition to the lack of control, large chains are using predatory practices to undermine local independent liquor stores. Pricing product below cost, negotiating special pricing on a national level and demanding free labor from suppliers is giving the large chains an unfair advantage, not legal or available to the independent liquor store. You can only suspect that the loss of square footage dedicated to food now occupied by a department with low profit and margins is being made up by increasing prices elsewhere in the store.

The current environment of expanding access to alcohol and reducing safeguards is unsustainable and is bad for Colorado businesses and public safety. The responsible sale of alcohol as a controlled substance is critical to public safety and consumer protection – the laws and regulations in place to support this industry have served Coloradans effectively for over 80 years. Multi billion-dollar out-of-state corporations and hedge/investment fund-owned companies have recently moved Colorado away from this solid foundation – effectively buying a change of law for their own profit, at the expense of public health and safety and Colorado's family-owned local businesses.

There has been a high cost to Colorado by allowing wine to be sold in grocery stores. It has hurt the livelihoods and families of those who have been historically marginalized but also ignores significant safety concerns and numerous harmful consequences to everyday Coloradans. It has even been shown to be deadly.

It is time for Colorado to take action to protect our way of life and locally owned businesses, please pass the 2024 Independent Liquor Store and On-Premise Retailer Legislation

Sincerely,

(your name here)

LETTER 3

Subject: Make Our Community Safe Again

Colorado's year-long experiment of allowing wine in big-box and grocery stores has been a resounding failure for local communities and public safety. As many predicted during the narrow and divisive public vote in 2022, the change has been devastating to local, independent liquor stores and is causing job losses and store closures across the state. The trickle-down effect on the Colorado craft beverage industry will continue to be devastating. The loss of the independent liquor stores that carry and sell their products will hurt local breweries, wineries, cideries and distilleries and the farmers and producers that supply them and the tourism that is generated by them.

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