



Minnesota Municipal Beverage Association

INCORPORATED

An organization composed of the municipally-operated dispensaries of Minnesota

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MEDIA ADVISORY

Wine In Grocery Store Legislation Would Dramatically Change Minnesota Alcohol Law

(Minneapolis) After years of legislative failure, the Minnesota Grocers Association (Grocers) is, once again, conducting a large-scale public relations campaign to allow wine to be sold in grocery stores (WIG).

A coalition of private and public organizations, including the Minnesota Municipal Beverage Association, opposes the WIG initiative to greatly expand the number of outlets allowed to sell alcohol. If experiences in other states are a predictor, WIG will someday expand into strong beer and / or spirits in grocery, and / or convenience stores, – dramatically changing Minnesota Alcohol Law.

The Grocers state, “This (WIG) convenience is enjoyed in 33 other states.” What they fail to mention is that three-fourths of states allow strong beer to be sold in grocery stores and about one-third of states allow distilled spirits to be sold in grocery stores. According to the Minnesota Legislative Auditor, “...the pattern is similar for convenience and drug stores. A slightly higher number of states allow drug stores to sell alcohol beverages, while a slightly lower number allow convenience stores to sell these products.”

Number of States (including the District of Columbia) Allowing Alcohol Beverages to Be Sold in Various Types of Stores

<u>Type of Store</u>	<u>Strong Beer</u>	<u>Wine</u>	<u>Sprits</u>
Drug	42	37	22
Grocery	40	33	17
Convenience	37	31	16

While the current proposal only addresses wine in grocery stores, future expansion into strong beer and spirits in grocery stores, and wine, strong beer, and spirits in convenience stores, (with or without Grocer support), is inevitable.

The Grocers also state, (WIG) is “supported 2 to 1 by Minnesota consumers.”

However, two separate, previously unreleased, polls conducted by DRS Acquisitions, Woodbury MN, indicate **Minnesota consumers dramatically oppose alcohol (wine) being sold in grocery stores. Consumers also think it is currently “easy” to legally purchase alcohol products, and would be “concerned” if Minnesota were to significantly expand the number of retail outlets allowed to sell alcohol.** (Polling results are attached. For further information on the poll, contact Pat Haggerty, Haggerty / Schatz, at Office: 651.778.9394 or Mobile: 651.235.0775)

According to the Legislative Auditor: “...Policymakers should be cautious in considering dramatic changes in Minnesota’s retail (alcohol) laws. Even a minor increase in the costs of alcohol abuse would offset the savings consumers would receive from lower prices and improved convenience.”

Additional information can be found at www.minnesotasmart.com.

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2006 Wine in Grocery Questions and Responses.

1. Under the current state law, how difficult is it for you to legally purchase alcohol products?

Easy...791 Adequate...147 Difficult...62

2. If Minnesota were to significantly expand the number of retail outlets allowed to sell alcohol would you be

Concerned?...448 Indifferent?...244 Unconcerned?...308

3. Is it a good idea to increase the exposure of children, to the retail sale of alcohol?

Yes...104 No...896

4. Would you support a law prohibiting anyone under 21, from entering a retail liquor outlet, unless accompanied by parent or guardian?

Yes...825 No...175

5. Do you think alcohol should be sold in grocery stores?

Yes...359 No...641

2005 WIG Polling Results

1. Under the current state law, how difficult is it for you to legally purchase alcohol products?

Easy...724 Fairly easy... 121
Adequate... 98
Fairly difficult... 21 Difficult... 36

2. If Minnesota were to significantly expand the number of retail outlets allowed to sell alcohol would you be

Very concerned?... 250 Somewhat concerned?... 254 Indifferent?...301
Somewhat at ease?... 91 Very at ease?... 104

3. Is it a good idea to increase the exposure of children, to the retail sale of alcohol?

Yes... 105 No... 895

4. Would you support a law prohibiting anyone under 21, from entering a retail liquor outlet, unless accompanied by parent or guardian?

Yes... 846 No...154

5. Do you think alcohol should be sold in grocery stores?

Yes...370 No...630