



MARYLANDERS

for BETTER BEER & WINE LAWS

Why Restaurateurs Should Support Direct to Consumer Wine Shipments

- **Restaurant wine sales increase under direct shipment**
 - Wine consumption goes up under direct shipment because consumers have greater access to more wine
 - New Hampshire, a beverage control state, saw a 3.5% increase for in-state wine sales in FY2007 on top of its direct ship program
 - 90% of additional Virginia wine consumption in FY2008 was sold through wholesalers to restaurants and retailers
 - Restaurants sell more wine when consumers are used to drinking more of it
 - Increased wine sales translate into higher check averages, more profitable customers and more jobs in Maryland
- **Increased access to wine**
 - Many small out-of-state wineries do not want to sell in Maryland because we do not allow direct-to-consumer sales
 - Under direct ship, restaurants will have greater selection available through wholesalers as more wineries become represented and see Maryland as a viable market
 - Restaurants can currently order directly from wineries through the Non-Resident Winery Permit system, however only a limited number of wineries participate in this program because they do not see Maryland as a viable market

Consumer direct ship directly improves restaurateurs' businesses while complimenting the three-tier system

How Can I Help?

Sign up for alerts at <http://www.mbbwl.org/>

Or contact Executive Director, Adam Borden, at aborden@mbbwl.org