



# MARYLANDERS

for BETTER BEER & WINE LAWS

## Why Wine Retailers Should Support Direct to Consumer Wine Shipments

- **Total wine sales increase under direct shipment**
  - Most of that increase is sold through traditional retail channels
    - For example, 90% of additional Virginia wine consumption in FY2008 was sold through wholesalers to their customers
    - 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
  - Direct shipment represents typically about 1% of wine consumed in any given state
  - Wholesalers benefit as they sell the majority of wine in the state
    - The CEO of Southern Wine & Spirits said "...I really don't think [passage of direct wine shipment legislation] has hurt us in any way."
- **Retailers stay in business or open**
  - Retailer licensees either remain the same or increase after the adoption of direct wine ship legislation
- **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, retailers will have greater selection available through wholesalers as more wineries become represented and see Maryland as a viable market
- **Retailers can ship to more customers**
  - Retailers will be able to ship to consumers in Maryland or around the country under the proposed legislation via FedEx or UPS
  - Seasonal retailers at the shore or mountain communities would now be able to maintain a year-round relationship with their customers
- **Frustrated wine consumers shop outside the state**
  - Most fine wine consumers are currently having to shop outside Maryland to satisfy their demands

**Direct ship compliments rather than competes  
with 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](mailto:aborden@mbbwl.org)**