



Protect California Businesses and Local Community Benefits

Know the Whole Story on DTC (Direct to Consumer) Distilled Spirits Shipping

Local, California retail stores lose with every bottle of distilled spirits that is sold DTC by an out of state business.

		
Bars and Restaurants (on-premise licenses)	Retail Stores (off-premise licenses)	Direct to Consumer
✓ 14,348 local California bars and restaurant	✓ 14,173 retail stores across California	✗ Takes sales away from local retail stores and their employees, reducing their profitability
✓ Employing well over 200,000 Californians	✓ Employing hundreds of thousands of Californians	✗ Threatens local California high quality jobs
✓ Local workforce	✓ Local workforce	✗ Primarily out of state facilities and employees
✓ Frontline sales experience that introduces consumers to varying products	✓ Sales to consumers throughout the state	✗ Eliminates frontline consumer experience at local bars and restaurants
✓ Involved in their communities	✓ Involved in their communities	✗ Has unintended consequences to existing California business, as well as consumers
✓ Invests in local locations	✓ Invests in local locations	✗ Out of state facilities