

Protect High Quality Living Wage Jobs and Preserve Consumer Choice and Promote Competition

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



The California alcohol marketplace is **safe, diverse and competitive**. The current system delivers a wide array of products to consumers while balancing important regulatory measures that keep product out of the hands of minors and ensures taxes are remitted to our state.



Proponents of DTC tend to over-simplify this complex issue, ignoring the efficacy and benefits of California's strong regulatory systems, and glossing over real public health and safety concerns by treating alcohol like every other consumer product.

Increasing DTC in California will threaten jobs, harm local businesses and lead to more bureaucracy, more enforcement actions, and more spending of taxpayer funds.



Wine and Spirit Wholesalers employ over 10,000 Californians, most in quality, high wage, union jobs and the local retailers they service employ tens of thousands more. DTC will threaten these jobs.



The over 38,000 California retail stores, restaurants and bars will be negatively impacted by DTC with reduced sales.



California's distilled spirits wholesalers pay the California State Excise Tax on distilled spirits sold in the state, providing hundreds of millions of dollars in state revenue thru a seamless tax and collection method.



Consumers already have home delivery convenience through local, licensed delivery – offering delivery often within the hour.



California's current system contains many checks and balances designed to prevent underage individuals from purchasing alcohol and a regulatory structure that holds violators accountable. ***There is no equivalent accountability in the DTC marketplace.*** DTC shipping directly increases the likelihood of underage access as common carriers conduct little to no age verification, and when attempted, failed about half the time.



In the 2021 legislative session, every state that considered DTC spirits shipping legislation refused to enact it because the current three-tier system of alcohol regulation works well.