



Consumers as Allies In The Direct Shipping Legislative Effort

Tom Wark, Executive Director
NAWR Wine Retailer Summit 2018

**Are Lawmakers Expected Govern By
Following Their Conscience?**

Or

**Should They Be Expected To Do the
Bidding of Their Constituents?**



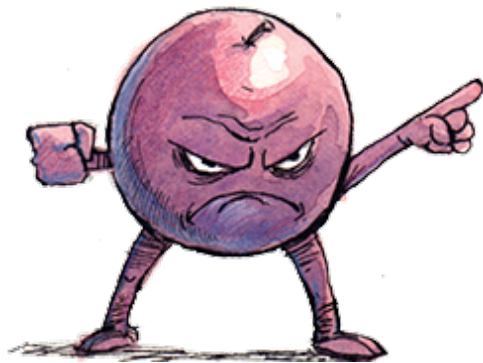
Knowing the Mind of the Constituent

Lobbyists

Telephone Calls

In Person Meetings

Emails/Letters



The Model: FREE THE GRAPES

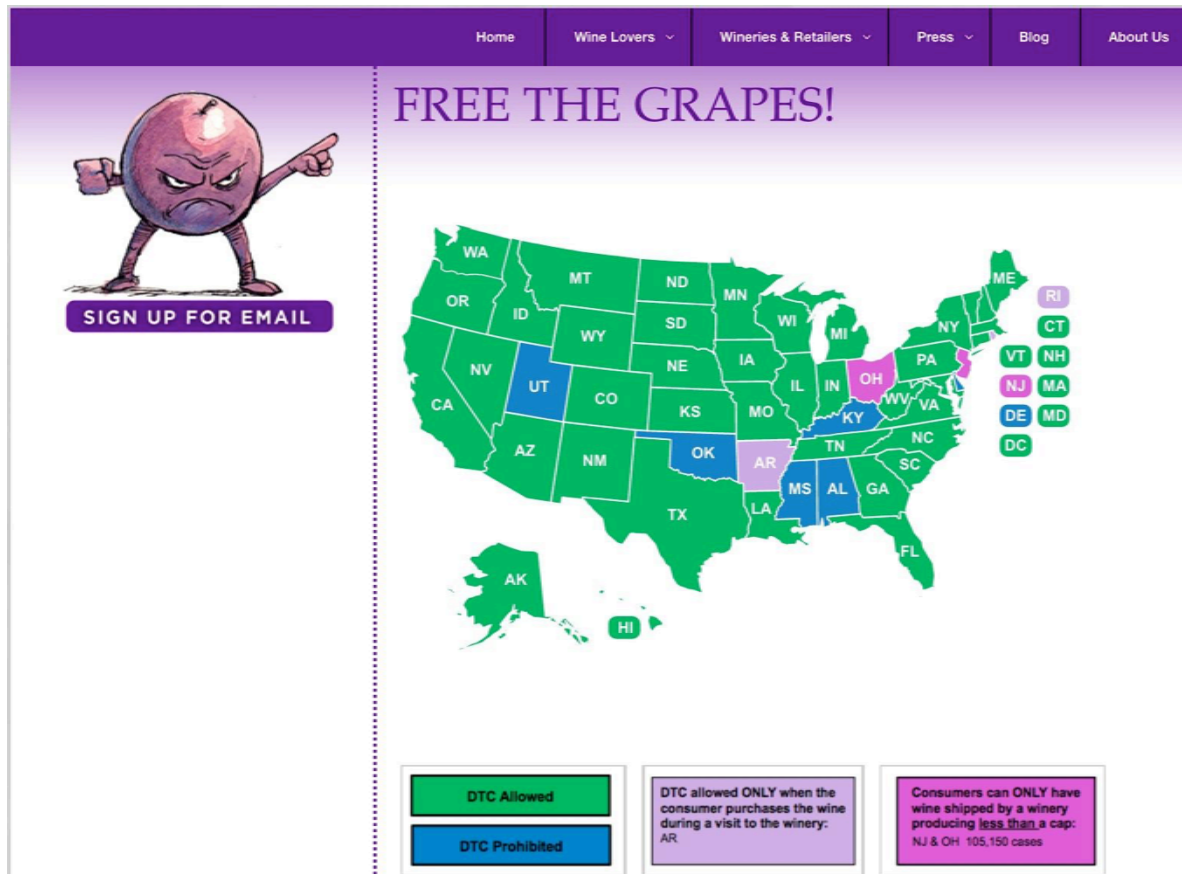
Funded By California Wine Industry

Consumer Advocacy

Used After Granholm

Success





WINE FREEDOM

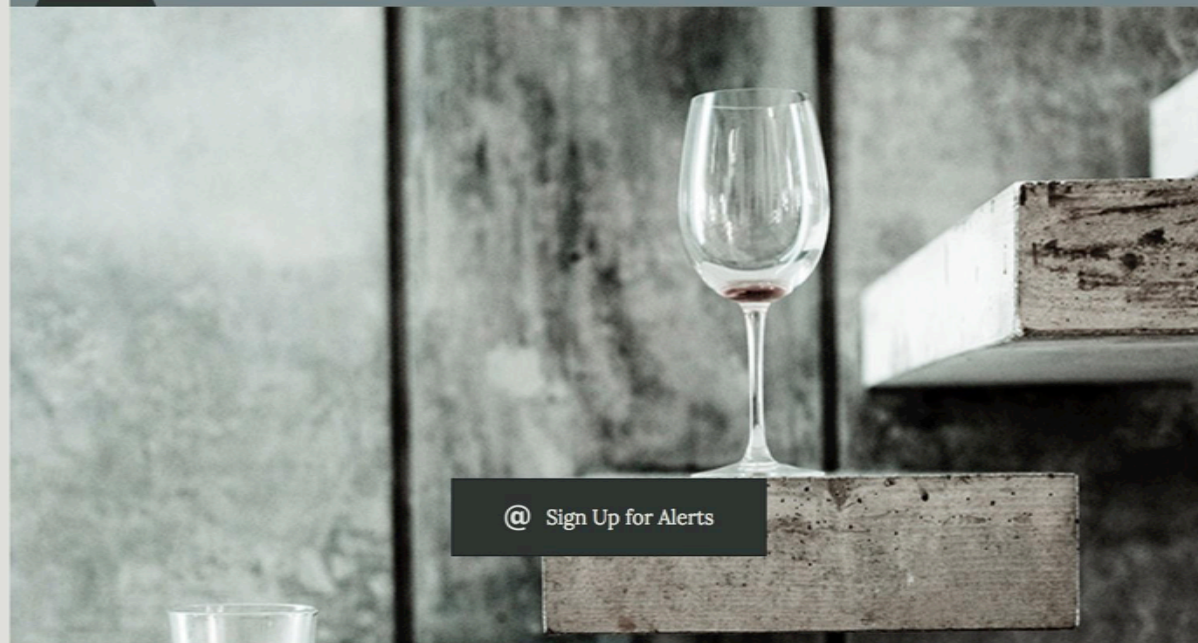
Supporting Consumer Action for Wine Freedom



Retailer DTC Shipping Overview

WINE FREEDOM

Supporting Consumer Action for Wine Freedom

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ABOUT WINE FREEDOM

WineFreedom.com promotes free market solutions and policies for the retail sale of wine and consumer access to wine. Artificial barriers between consumers and wine sellers in an era of unrestricted information and an explosion of artisan wine products is nothing but protectionist economics that serve a very small group of middlemen.

WineFreedom.com provides consumers with the information and tools to make their voice heard on policy and legislative initiatives that support open and free markets in wine.

WineFreedom.com is operated by the National Association of Wine Retailers and supported by free market advocates and consumers across the country.

WINE FREEDOM

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Wine Shipping News

Read news reports on the state of wine shipping and wine freedom.

[Everything You Need To Know About Wine Shipping in 2017](#) – *VinePair*

[Direct To Consumer Wine Shipping Just Got More Complicated](#) – *Mnn*

[You May Not Be Able to Get Wine This Cyber Monday](#) – *The Street*

[Laying Down the Distribution Law](#) – *Wine Searcher*

[Wines Are No Longer Free To Travel Across State Lines](#) – *New York Times*

[The Messy Politics of U.S. Wine Shipping](#) – *Wine For Normal People*

[Interstate Wine Ban Hurts Us All](#) – *Crain's Chicago Business*

[Retailers Are at the Front Line of Confusing Shipping Restrictions](#) – *Beverage Media Group*

[Illinois Shipping Ban Ices Out Wine Consumers](#) – *Illinois Policy*

[Lawsuits Take Aim At Interstate Shipping](#) – *Wine Searcher*

[Wine Shipping Laws Cast Shadow Over Wine Auctions](#) – *Wine Searcher*



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Issues

If well-heeled special interests demand lawmakers deny you the ability to obtain the wine you want, how can you fight back? Wine Freedom is here exactly to answer this question.

CONSIDER WINE SHIPPING.

Who May Receive Shipments of Wine From Out-of-State Wine Stores?



Although consumers in nearly every state may have wine shipped to them directly from out-of-state wineries, **ONLY 14 STATES** allow their residents to receive wine shipments from out-of-state wine stores. This includes *out-of-state brick and mortar wine stores, Internet wine retailers, wine auction houses* and *wine-of-the-month clubs*.

Why the difference in the laws for winery shipping and wine store shipping? GREED and CORRUPTION. Middlemen alcohol wholesalers in state after state have pressured their state representatives to pass laws that protect them from competition with bans on shipments from out-of-state wine stores. They think you won't notice.

The Impact of Bans on Wine Retailer Shipments — NO IMPORTS

When a state does the dirty work of middlemen and bans wine shipments from out-of-state wine stores this means a ban on

your ability to have ANY imported wines shipped to you because, in the United States, only wine stores sell imported wines. States that ban shipments from out-of-state wine stores deny you the ability to receive shipments of French, Italian, German, Portuguese, Austrian, New Zealand, Australian, Chilean and any other wine not produced in the U.S. simply because it's sold by a wine store and not a U.S. winery.

Who May Receive Wine Shipments From Out of State Wineries



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ALERT SIGN UP

Fill out the form below to sign up for state wide alerts, regarding wine legislation. This is the easiest way to get involved with our mission to push progressive wine legislation and bring attention to important milestones regarding your state!

Fields marked with * are required

First Name: *

Last Name:*

State: *

Zip Code: *

Email Address: *



Retailer DTC Shipping Overview

CURRENT AGENDA

Keep Wine Freedom For New Hampshire

Wine Freedom for New Hampshire (SB 353) SB 353 KILLS WINE SHIPPING IN NEW HAMPSHIRE. If SB 353 becomes law, New Hampshire wine lovers will no longer be able to receive shipments of wine from out of state wine retailers, wine auction houses or wine-of-the-month clubs. After years of New Hampshire wine lovers having [...]

[Learn More](#)

Wine Freedom for Massachusetts

Wine Freedom for Massachusetts (House Bill 3891) If H3891 becomes law Bay Staters will finally have access to all the wines in the American wine marketplace. Massachusetts law currently bans residents from receiving wine shipments from out-of-state wine stores and retailers. Inexplicably, it also bans it's own wine stores from shipping wine out-of-state. H3891 [...]

[Learn More](#)

Wine Freedom for New York

Wine Freedom for New Yorkers (Assembly Bill 5991 — Companion bill: Senate Bill 5330) New York law bans its citizens from receiving shipments of wine from out-of-state wine stores, Internet wine retailers, wine clubs and auction houses. If passed, A5991 (and its Senate companion bill S5330) would allow direct shipment of wine to New [...]

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Wine Freedom for New Hampshire

TAKE ACTION
NOW

CLICK TO TELL NEW HAMPSHIRE
NOT TO KILL WINE SHIPPING

(SB 353)

SB 353 KILLS WINE SHIPPING IN NEW HAMPSHIRE. If SB 353 becomes law, New Hampshire wine lovers will no longer be able to receive shipments of wine from out of state wine retailers, wine auction houses or wine-of-the-month clubs. After years of New Hampshire wine lovers having outstanding access to wines, this bill will remove consumer access to hundreds of thousands of wines. The bill revokes the right of out-of-state wine retailers to ship wine to New Hampshire residents. The Chairman of the New Hampshire liquor commission stated in a hearing that the purpose was simply to protect New Hampshire retailers from competition. And when Chairman Mollica was asked how the bill would impact consumers his response was, "they won't notice at all."

Status of Bill

SB 353 had a hearing in the New Hampshire Senate Commerce Committee on January 16. On February 6 members of the Committee unanimously voted to NOT SUPPORT THE BILL. The bill will go before the full Senate on February 15.



Retailer DTC Shipping Overview

WINE FREEDOM

SUPPORTING CONSUMER ACTION
FOR WINE FREEDOM EVERYWHERE

NEW HAMPSHIRE: YOUR RIGHT TO RECEIVE WINE IS UNDER THREAT NOW

Dear New Hampshire Wine Lovers:

The New Hampshire liquor commission wants to remove your right to receive wine shipments from out-of-state wine stores and retailers, auction houses and wine of the month clubs. Senate Bill 353 would ban the shipment of any wine to you from an out-of-state store and club. The New Hampshire Senate Commerce Committee held a hearing on the bill and committee members **unanimously voted NOT TO RECOMMEND THE BILL BE PASSED!** Why? Because New Hampshire citizens wrote to the committee members and told them the bill was anti-competitive and anti-consumer. And they heard you.

Keep
Your
Wine
Shipping
Rights

However, SB 353 still must go to the Senate floor for a vote of all the Senators and this is where it can be finally killed. When the Senators vote on the bill on February 15th, they'll know the committee recommended a "NO" vote. **But your own Senator still needs to hear from you. You need to tell him to "vote no on SB 353 to assure it dies."**

At the hearing on this bill in January, the Chairman of the New Hampshire Liquor Commission was asked by a Committee Member, "As a consumer how does this affect my choice to buy"? His response was: "YOU WON'T NOTICE AT ALL".

Tell your state senator that you **WILL** notice if you are banned from buying wine from out-of-state wine stores, wine of the month clubs and wine auction houses. Tell them to VOTE NO ON SB 353

It is imperative that you take 30 seconds and use the emailing system below to send a letter directly to your state Senator asking them to Vote No on SB 353. You can use the wording of the email and the subject line or change and edit both to suit you. Your email will go straight to your state senator based on your



Retailer DTC Shipping Overview

PLEASE FILL OUT AND SUBMIT THE FORM BELOW.
Your message will be sent directly to your Senators.

Subject:

Message:

As a New Hampshire consumer and resident, I am writing to strongly urge you to Vote NO on SB 353, the direct wine shipping bill that will strip me of my right to order wine from out-of-state wine retailers. The bill is anti-consumer, anti-competitive and will severely restrict my access to the wines I want.

I buy most of my wines locally but sometimes can't find what I want. That is when I look out of state for specific wines. If SB 353 passes I'll no longer have access to any imported wines that are not available locally, as well as rare and collectible wines that are often not available at local

Prefix:

First Name: Last Name:

Email Address:

Address Line 1:
(Physical address only. Do not enter a P.O. Box.)

Address Line 2:

City: State: Zip Code:

Phone

☒ Yes, please add me to your email list
so I can be informed about future news or advocacy efforts.

Send Message



Retailer DTC Shipping Overview



Admin User: Tom Wark
Landing Page URL: <https://account.votility.com/enterprise/NAWR>



Account Management Area [Logout](#)

ACCOUNT

[Dashboard](#)
[Admin Profile](#)
[Public Information](#)
[Appearance](#)
[Manage Admin Users](#)

BILLS

[My Watch List](#)
[Manage Custom Categories](#)
[Manage Contact Groups](#)
[Search Federal Bills](#)
[Search State Bills](#)

CONTENT

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[Manage Page Content](#)
[Manage Default Letters](#)
[Manage Header Navigation](#)

REPORTS

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[Statistics Overview](#)
[Manage Report Text](#)

USERS

[User Accounts](#)
[User Settings](#)

Email Campaign Report

[<< Back To All Email Campaigns](#)

New Hampshire SB 353

REPORT SEARCH OPTIONS

Date Range: From: -

[Search](#)

User State:

Overview

Recipients

Users

Overview: [Download CSV Export](#)

Statistic	Result	Description
Views:	405	This shows the total number of times the campaign page was viewed. A visitor may view the page more than once and each view is counted in this number.
Users Viewing:	312	This number only counts 1 view per visitor, even if the visitor views it more than once.
Form Submissions:	121	This shows the total number of times the campaign form was submitted by any user, including multiple submissions by the same user.
Users Submitting:	102	This number only counts 1 form submission per user, even if the user submitted it more than once.
Messages Sent:	509	This shows the total number of messages actually submitted to recipients. Example: A campaign may have 4 recipients and 100 submissions which means that 400 messages were actually sent since each form submission went to 4 recipients.



Retailer DTC Shipping Overview



Retailer DTC Shipping Overview

Overview	Recipients	Users
Recipients:		
Total Number Of Recipients: 17 Download These Recipients		
Recipients		
<div>Sen. Andy Sanborn NH - 9 Contact Method: Email Email Address: andy.sanborn@leg.state.nh.us Number of Messages: 6</div>		
<div>Sen. Jeb Bradley NH - 3 Contact Method: Email Email Address: jeb.bradley@leg.state.nh.us Number of Messages: 1</div>		
<div>Sen. Bette R Lasky NH - 13 Contact Method: Email Email Address: bette.lasky@leg.state.nh.us Number of Messages: 2</div>		
<div>Sen. William Gannon NH - 23 Contact Method: Email Email Address: William.Gannon@leg.state.nh.us Number of Messages: 1</div>		
<div>Sen. Gary L. Daniels NH - 11 Contact Method: Email Email Address: gary.daniels@leg.state.nh.us Number of Messages: 1</div>		
<div>Sen. Martha S. Hennessey NH - 5 Contact Method: Email Email Address: martha.hennessey@leg.state.nh.us Number of Messages: 3</div>		
<div>Sen. Daniel E. Innis NH - 24 Contact Method: Email Email Address: dan.innis@leg.state.nh.us Number of Messages: 1</div>		
<div>Sen. Martha Fuller Clark NH - 21 Contact Method: Email Email Address: martha.fullerclark@leg.state.nh.us Number of Messages: 2</div>		
<div>Sen. Rob L. Glavin NH - 2</div>		
<div>Sen. Ruth Ward NH - 8</div>		

[Overview](#)[Recipients](#)[Users](#)**Users:**

Total Number Of Users Based On Your Search: 102

[Download these users](#)

First Name	Last Name	Email	State	Congressional District	State Senate District	State House District
Bill	Alleman	winefreedom@allemanse.com	NH	2	8	502
Leslie	Allen	Lallen1021@gmail.com	NH	2	11	522
ASHLEY	ANDERSON	boucha33@yahoo.com	NH	2	8	606
Adria	Bagshaw	adriamaureen@hotmail.com	NH	2	11	522
Ray	Barrette	ray@barrette.com	NH	2	8	902
John	Bassett	jbhound1@comcast.net	NH	2	19	707
Bianka	Beaudoin	bianka17@comcast.net	NH	1	20	518
John	Bement	johnbement2@gmail.com	NH	2	11	522
Roxanne	Benzel	coolsox@comcast.net	NH	2	15	610
Nicholas	Berkley	nberkley@bseg.com	NH	1	14	704
Walter	Blake	avitas455@aol.com	NH	2	15	619
Steven	Brown	stevenbrownmd@aol.com	NH	1	9	507
christopher	brown	cbrown@conproco.com	NH	1	21	725
Russell	Butler	russ_sportstravel@mac.com	NH	2	9	209
Peter	Caggiula	caggiulap@msn.com	NH	2	2	408
Anthony	Callendrello	Acallendrello@gmail.com	NH	1	23	718



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NEW HAMPSHIRE: YOUR RIGHT TO RECEIVE WINE IS UNDER THREAT NOW

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Your ability to receive wine shipments from out-of-state retailers may depend on your response to this anti-consumer bill.

Thank you,

Wine Freedom.



Retailer DTC Shipping Overview

Retailer Outreach is Key to Success

Promote Wine Freedom

WineFreedom logo on websites

Insert WineFreedom logo in emails.

Promote WineFreedom in Newsletters

WINE FREEDOM

Supporting Consumer Action for Wine Freedom



Retailer DTC Shipping Overview

Retailer Outreach is Key to Success

Sending Email Alerts to Customers and Contacts

THE MOST IMPORTANT ACTION YOU CAN TAKE

Send emails to customers and contacts as soon as possible after receiving an alert

Put the request to help in your own words