

To: Members of the Veterans and Legal Affairs Committee

Maine State Legislature

Re: Support for LD 1376 – Expanding Access to Ready-to-Drink (RTD) Canned Spirits Cocktails

Dear Chair Hickman, Chair Supica, and Members of the Committee,

As a Maine-based retailer and taxpayer, I am writing to express my strong support for LD 1376, which proposes to increase the allowable alcohol content in low-alcohol spirits products from 8% to 15% ABV and to continue allowing distribution of these products through the beer and wine wholesale channel.

Expanding the ABV limit is not only common sense but also critical for meeting current consumer demand. RTD canned cocktails are one of the fastest-growing segments in the beverage industry, and customers increasingly expect high-quality, higher-ABV options that reflect true mixology standards. Maintaining access through the existing beer and wine distributor network ensures timely product delivery, fresher inventory, proper signage, and more competitive pricing – all essential to supporting local businesses.

With over 4,500 on- and off-premise licensees in Maine compared to just 650 agency liquor stores, it is clear that this change would substantially improve product availability and consumer choice statewide. This policy also promotes fair competition among retailers and ensures brand diversity for our customers.

Additionally, increased access to these products through a more robust distribution system would result in greater excise tax revenue for the state – a win-win for Maine businesses and also the small business community.

I urge the Committee to support LD 1376 and allow retailers to better serve our customers, grow our businesses, and continue contributing to Maine's economy.

Thank you for your time.

Sincerely,

Alison Alexander

Regional Manager

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