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April 23, 2025

Senator Craig Hickman, Chair
Committee on Veterans and Legal Affairs
2 State House Station
Room 437
Augusta, ME 04333

Re: L.D. 1754 – An Act to Provide for the Direct Shipment of Spirits to Consumers.

Dear Chair Hickman and Members of the Committee,

I am submitting this letter in support of L.D. 1754 – to provide for the direct shipment of spirits to consumers. Each year there is a growing list of states that have expanded their ability to ship alcohol directly to consumers greatly benefitting the alcohol industry, consumers, and the state economy.

UPS follows well-established and appropriate measures to ensure compliance with state and federal laws to safely ship alcohol directly to consumers. We only accept and ship alcohol from licensed shippers who enter into a UPS-specific shipping agreement, and only deliver to those who can legally accept the direct shipments. UPS takes the shipments of regulated goods very seriously, abiding by all regulatory requirements. Throughout our network, we expertly process high value shipments such as electronics and fine jewelry, critical healthcare packages like vaccines and medication, and already handle many regulated goods—including wine, liquor, and beer. I am including a backgrounder on the UPS Alcohol Shipping policy with this letter.

We urge you to support L.D. 1754 and enable consumers to have greater access to a wider range of distilled spirits. By doing so, you will be bolstering the local economy and showcasing your commitment to modernizing commerce.

Thank you for your time and consideration.

Sincerely,

Mark Giuffré

M Giuffré

Vice President, State Government Affairs

UPS East Region

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UPS Alcohol Shipping Overview

UPS maintains robust controls to uphold our compliance with state laws and to ensure alcohol shipped in our network reaches consumers of legal age in a safe manner. Under our nationwide corporate policy, UPS only accepts and ships alcohol from licensed shippers who enter into a specific alcohol shipping agreement and completes delivery only to individuals who are legally able to accept shipments through our 21+ “adult signature required” service. Where we identify shippers trying to evade these controls, we discontinue deliveries for those accounts immediately. Below you will find an overview of current UPS policies as well as an example label of shipment containing alcohol.

UPS Alcohol Shipping Policy Summary:

All shippers who wish to ship alcohol Direct-to-Consumer must enter into a UPS Shipping Agreement for Approved Shippers. *UPS does not accept shipments of alcohol from shippers who have not entered into one of these agreements.* Also, if a State Regulatory Agency wants to provide non-compliant license number holders to UPS, UPS can discontinue alcohol shipping service to that entity.

Furthermore, with the use of technology, UPS has a multi-layered approach to look for noncompliant shippers and packages. Packages identified with compliance concerns are returned to shippers and the shipper is charged a Prohibited Item Fee. Shippers who willfully violate UPS policies or regulations have their service suspended and contract cancelled.

Regarding final mile delivery, all alcohol shipments are made using the UPS Delivery Confirmation Adult Signature Required service, requiring the signature of adult 21 years of age or older ups on delivery. The age is confirmed by a trained UPS driver physically validating the consignee's age on their driver's license. The driver is alerted through his Digital Acquisition Information Device (DIAD) that a signature is required as well as labeling on the package that reads, “Contains Alcoholic Beverages. Adult Signature Required. Recipient must be at least 21 years of age. Do not deliver to an intoxicated person. No driver or shipper release allowed.”

UPS Alcohol Direct-to-Consumer Policies:

How are shippers (wineries, breweries, distilleries) certified to use UPS services?



-All shippers who wish to ship alcohol Direct-to-Consumer (DTC) must enter into a UPS Shipping Agreement for Approved Shippers. UPS DOES NOT ACCEPT SHIPMENTS OF ALCOHOL FROM SHIPPERS WHO HAVE NOT ENTERED INTO ONE OF THESE AGREEMENTS.

How does UPS monitor proper shipping and labeling procedures are being followed?

- Using technology, UPS has a multi-layered approach to look for noncompliant shippers and packages. Packages identified with compliance concerns are returned to shippers and the shipper is charged a Prohibited Item Fee. Shippers who willfully violate UPS policies or regulations have their service suspended and contract cancelled.

How are packages containing alcohol labeled?

-All packages containing alcohol must be labeled by the shipper with an alcoholic beverage shipping label in addition to any other labeling that may be required by state regulations.

Requiring the recording of Alcohol Shipper's License Number on package labels would be overly burdensome and expensive for all Carriers including UPS.

-UPS does business nationwide and provides alcohol shippers a system from which to print UPS specific labels. If an individual state requires the shipper or carrier to provide non-standard information on the shipping label, such as the shipper's license number, carriers will have to make significant changes to our shipping systems that generate labels for that state.

Delivery Confirmation Adult Signature Required

-Delivery Confirmation Adult Signature Required All Alcohol shipments must be made using the UPS Delivery Confirmation Adult Signature Required service, requiring the signature of an adult 21 years of age or older upon delivery.

Adding New Licensing and Burdensome Reporting Requirements to Carriers like UPS in States that Currently Permit Direct to Consumer Alcohol are unnecessary.

-Carriers are required to provide shipping information regarding alcohol deliveries to many states.

-Ideally, if State Regulatory Agencies provide non-compliant license number holders to UPS. UPS can discontinue alcohol shipping service to that entity.

-*Depending on the reason behind the need of the Regulatory Agency's desire for data, Carriers can comply with reasonable requirements for information in the carrier's possession such as consignee name, address, tracking number and weight of the package.

-UPS willingly assists in law enforcement or other government investigations upon request.

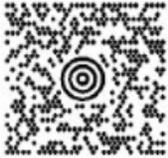
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Service Cancellation

-UPS reserves the right to terminate agreements and to cease providing service if the shipper fails to comply with any provisions of the agreement and/or applicable laws or regulations.

Example: Alcohol Shipment Label

SHIPPING DEPT OUR DISTILLERY 123 TEST ST BARDSTOWN KY 40291	2 LBS	1 OF 1
SHIP TO: MARK HUME 3325 GRANT COVE CIR CAPE CORAL FL 33991-3348		
	FL 339 0-10 	
UPS GROUND TRACKING #: 1Z 81X W17 A8 0737 4483		
 SAMPLE		
BILLING: P/P ADULT SIGNATURE REQUIRED-MIN 21		
Reference No.1: 30449 Reference No.2: 03		<small>XOL 21.03.15 NV-45-45.0A 04/2021*</small>

CONTAINS ALCOHOLIC BEVERAGES
Adult Signature Required.
Recipient must be at least 21 years of age.
Do not deliver to an intoxicated person.
No driver or shipper release allowed.