

Direct-To-Consumer: Key Messages



Consumer-Driven Demand

- The world of commerce has changed dramatically in a short period of time and continues to evolve. The entire marketplace has had to adapt to meet this rapid shift in consumer buying behavior.
- This increased demand for consumer convenience, accelerated by the pandemic, is driving intensified calls for direct-to-consumer shipping of many products in the marketplace including distilled spirits.
- Adopting state measures that permit direct-to-consumer shipping of distilled spirits, creates a more convenient marketplace and provides much-needed support to craft distillers facing financial hardship from the closure of tasting rooms and tours due to COVID-19.

An Additional Market Access Channel

- Direct-to-consumer shipping has, will and should continue to serve as an additional market access channel to the traditional three-tier system of alcohol beverage distribution.
- Expanding distillers' ability to direct ship spirits to consumers will introduce consumers to many new brands and line extensions that will eventually grow into brands carried by traditional wholesalers, thus strengthening the spirits business and the three-tier system.
- Direct shipping to consumers enhances the three-tier system by allowing distillers to test new products directly with consumers and determine if there is a strong enough customer demand for the product, shifting the financial burden away from distributors trying to determine product viability in a market on their own.

Upholding High Standards of Responsibility

- Wine producers have responsibly shipped wine direct-to-consumers in 45 states for decades. There are well established and appropriate responsibility measures in place to restrict minors from illegally accessing beverage alcohol through direct shipment.
- Just as IDs are required for those seeking entrance into a bar or to purchase beverage alcohol at a restaurant or store, ID checks are required in order for the recipient to accept the delivery. Additionally, an adult signature is also required.