

**Alcohol Beverage Study Commission  
Public Comment Form\***

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Group represented: **Alabama Wineries Association, LLC**  
(if any)

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Please provide any background information you believe to be relevant along with any supporting information or research you would like the Commission to consider along with this Public Comment Form. Please provide your specific thoughts on the following questions and use additional paper if necessary:

*What are the issues that affect your business/industry relative to the three tier system?*

**The Alabama three-tier system restricts the direct sale of wine from a winery to consumers at 200 feet from a manufacturing site and therefore limits a new winery to promote their brands to local markets only. The three-tier system requires the use of a distributor to deliver the wines to retailers but distributors are not interested in small wineries and do not promote the brands, they only stock and deliver to retailers. Marketing to promote demand of a brand is best done by a small winery by offering potential customers a sampling of the wines.**

*What solutions would you suggest to solve the issues you identified?*

**Additional locations for wine tastings statewide are needed to give consumers an opportunity to discover the wines and create a demand for the product. Until a wholesaler has a sufficient volume to deliver, sales of the wines should be allowed at tasting events such as FESTIVALS and additional TASTING ROOMS. House Bill HB220 by Rep. Becky Nordgren was proposed in the 2015 Session to address that issue but did not come out of committee.**

*Are there any specific issues relative to licensing that should be addressed in the law?*

**There should be no additional licenses to a winery for the above privileges.**