

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

Name: Seth Dettling\_\_\_\_\_

Group represented: Big Escambia Spirits, LLC\_\_\_\_  
(if any)

Contact Information

Address: PO BOX 714\_\_\_\_\_

Atmore, AL 36504\_\_\_\_\_

Phone: 251-368-4018\_\_\_\_\_

Email: bigespirits@gmail.com\_\_\_\_\_

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?

Alabama is ready for a total rethink of our entire legal structure in dealing with manufacturers. The current system is antiquated, and unable to allow for fair competition. The current system is tilted toward large out of state producers, with the largest winners being producers of low quality low cost spirits.

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

Allow Alabama manufacturers to sell direct to the public “off premises” in company stores with satellite location privileges, and approved events/tastings.

Allow Alabama manufacturers to buy at wholesale and resale other products produced by Alabama manufacturers. This is key to making company stores economically viable.

Remove Alabama labeling approval process as it is redundant. TTB label approvals are be more than adequate.

Allow small producers to engage in self distribution to Alabama licensees. Product could be electronically processed at the state level without physically being present, and delivered or shipped directly between manufacturer and recipient licensee.

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

Introduce tiered license fees based on annual production (TTB reports) with a goal to significantly reduce annual fees for small producers.

Alabama license application form is antiquated and not designed for manufacturers.