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To All Control State & Control Province Agency Officials

[Entries are now open](#) for *StateWays'* third-annual Best Practices Awards.

The deadline for entries is **FRIDAY, JULY 7**. The 2017 awards will be given in the following categories (in addition to the Overall Winner):

- Best Retail Innovation
- Best Technology Innovation
- Best Warehouse Innovation
- Best Enforcement Program
- Best Consumer Education Program
- Best Trade or Licensee Education Program
- Best Legislative Outreach Program
- Best On-Premise Innovation

Winners will be profiled in the Sept/Oct issue of *StateWays*. For a full description of the awards, requirements for entry and other restrictions, please visit www.StateWays.com/bestpractices. If you have your entry information ready, you can [ACCESS THE ENTRY FORM HERE](#).

Previously, the PLCB [won the overall category](#) in 2016 and the Virginia ABC [took home the top prize](#) as our overall winner in 2015. All control state/county/municipal agencies in the U.S., and provincial agencies in Canada are eligible to enter.

If you have any questions about the Best Practices Awards, please let me know. Thanks for your continued support of *StateWays*, and I look forward to learning about the innovative programs you've all worked on during the past year. And I hope to see many of you next week at Marco Island for the NABCA Convention.

[State Of Iowa Issues Fulfillment RFP](#)

The **Iowa Department of Administrative Services**, acting on behalf of the Iowa Alcoholic Beverages Division, has issued a Request for Proposal (RFP) for the fulfillment of product to over 1,400 retailers across the state. The RFP can be reviewed [here](#).

SAVE THE DATE

Registration and sponsorship information is available at www.BevRetailersConference.com.

Flyer is available.

[AUGUST 15, 16, 17, 2017](#)

2017 Alcohol Education Summit

The summit will be held at the Big Sky Resort, Montana. Registration for our 2017 Alcohol Education Summit is now open. Call for proposals and call for award nominations is also open. Attached is a flyer. They can register at www.AlcoholServerTraining.mt.gov (code with this link Alcohol Education Summit

[2017 NLEA Conference](#)

August 21-23 at the Skrivin Hilton Hotel in Oklahoma City, OK. Rooms are available \$98/night. Click [here](#) for reservations. For more information, visit the NLEA website.

[April 11-13, 2018](#)

Alcohol Policy 18: *Evidence To Action- Building an Evidence-Based Social Movement*

Renaissance Arlington Capital View Hotel, Arlington, Virginia

Early registration begins in June 2017

[JULY 18-20, 2018](#)

8th Biennial Northwest Alcohol & Substance Abuse Conference

Riverside Hotel, Boise Idaho

The Pre-Conference Sessions are on Wednesday. The official conference kicks off Thursday morning.

Visit NorthwestAlcoholConference.org for more information.

NABCA HIGHLIGHTS

- **Updated!** Alcohol-Infused Food/Beverage section in the NABCA Survey Database.
- The Control State Agency Info Sheets. Please view website for more information.
- **NEW!** A three-part webinar series regarding Communications Crisis Planning. Click to review webinar.
- NABCA Survey Database – now available for members on the website.

www.NABCA.org



NABCA NEWS

NABCA 80th Annual Conference Begins

NABCA Annual Conference
May 22, 2017

After an absence of more than two years, due to property renovations, NABCA returned to Marco Island, FL for its 80th Annual Conference, with the theme “Take Advantage of Change.” Close to one thousand representatives from across the United States and Canada have gathered for the event, which began Monday afternoon. To follow are summaries of the presentations that kicked-off the conference.

NABCA executive staff and government and industry representatives were panelists covering the alcohol regulatory and policy environment, and operational considerations in understanding control state data.

How Control State Data Are Used by the States, the Brokers and the Association

Oregon Liquor Control Commission’s Economist Bill Schuette addressed econometric modeling, liquor forecasting and use of sales data to guide policy and regulation. Jim Borders of Southern Glazers Wine & Spirits offered content about interpreting data sets, and NABCA Senior VP of Operations Jerome Janicki covered aspects about control states that may not be known.

Alcohol Regulatory and Policy Update

NABCA Senior VP of Public Policy and Communication Steve Schmidt provided a status report about national and state alcohol policy changes impacting the control systems and recent developments in public health. NABCA Senior VP and General Counsel J. Neal Insley addressed interesting court cases, license limits and restrictions, and advertising. Susan Evans, TTB Executive Liaison for Industry and State Members shared updates about what is happening at the federal level as it related to the new administration, budget, staffing and other areas.

A full day of programming begins Tuesday with a keynote presentation by Senator George Mitchell. Also on the schedule are business sessions and seminars touching upon adapting to a changing workforce and the acceptance of marijuana in America.

LICENSE STATE NEWS

FL: Gov. Scott Faces Wednesday Deadline On Liquor Wall Measure

WGCU
By Nick Evans
May 22, 2017

This week could mark the beginning of the end for a long-running restriction on liquor sales. Florida Governor Rick Scott has until Wednesday to take action on a measure allowing stores to sell groceries and liquor under the same roof.

Lawmakers have spent the past four years filing bills to remove the so-called liquor wall—state restrictions barring liquor sales in grocery stores.

Now a bill is on the governor’s desk, but even if he signs it Sen. Anitere Flores (R-Miami) says the changes will be phased in over four years.

“Grocery stores—grocery chain stores would only be able to convert a quarter of their stores for each of the following four years.”

Starting in 2018, retailers can begin selling liquor in one quarter of their stores each year.

Big box retailers like Target and Walmart pushed for the changes over the objection of homegrown companies like Publix. Flores acknowledges the move is a shift, but she believes supporters and opponents can still be successful.

“There’s room in the market for all of these to be able to flourish,” Flores says. “In fact, again, looking at the majority of states that don’t have the separation, the number of liquor stores has either stayed the same or even increased.”

Laws vary from state to state, but several others allow liquor sales in grocery stores.

INTERNATIONAL NEWS

Russia: Is Russia the world's heaviest-drinking country?

Russia Beyond the Headlines

By Boris Egorov, RBTH

May 22, 2017

Improved living standards, growing health consciousness and an active campaign by the state has led to reduced per capita alcohol consumption in the country. Residents of some of Russia's neighbors tend to consume more alcohol on average than Russians.

There are a number of stereotypes about Russia such as cold climate, harsh manners of Russians, and rampant alcoholism. Russia is widely portrayed as the most alcohol-dependent country in the world.

Critics of the country say that drinking is almost an inherent trait of the Russian people. However, this is an absolute myth.

A land without vodka

It may be hard to believe, but the consumption of alcoholic beverages was absolutely unusual in Russia in ancient times.

Before the adoption of Christianity in Russia (10th century), there was apparently no drunkenness at all. There were no vineyards and therefore no wine. People only drank beverages with low alcohol content such as mead, beer and braga.

Vodka, contrary to popular beliefs, was not a Russian invention. It was brought to Russia by Genovese merchants in the late 14th century.

In fact, the drink that was brought to Russia tasted nothing like the vodka that is available in the country now.

The Genovese introduced Russians to 'aqua vita' – a pure grape spirit from southern France. Russians didn't like it, and initially it was used for medicinal purposes.

Imported product

In the 15th century, Russian monasteries started vodka production. The beverage was initially imported along with wine.

There is contradicting information about the inclination of Russian people towards alcohol in the notes of the foreigners from the 15th and 16th centuries.

Austrian Envoy Sigismund von Herberstein wrote in 'Notes on Muscovy' (1549), that the Russians "indulge in excessive drinking whenever the occasion arises."

However, scientist Sebastian Munster in his 'Cosmography' (1544) argued that Russians "rarely drink wine, and only then, when satisfied with a generous festive feast."

Still the heaviest drinkers in medieval Europe were not Russians, but Germans. There were many sayings about their desire to consume alcohol, such as, "drunk as a German."

The Russian state actually played a role in the spread of alcohol addiction in the country. A monopoly on the sale of alcohol filled the state treasury with huge revenues.

The situation became catastrophic in the 19th century, when the industrial production of vodka began in the country. By 1911, vodka comprised of 89.3 per cent of the total alcohol produced in the country.

Anti-alcohol movement

On the other hand, a powerful and unique anti-alcohol movement started in the Russian Empire in the 19th century. Many public communities were established to prevent the growth of alcoholism in the country. In 1859, many bars and taverns were ravaged and destroyed by anti-alcohol activists.

The struggle against alcoholism continued during the Soviet days. With harsh measures the Soviet authorities closed liquor stores, stopped the functioning of breweries, initiated an anti-alcohol campaign among the population, and restricted the sale of alcohol.

The USSR was not the world's leader in alcohol consumption. At the peak of alcohol consumption in the country in 1984, an average person consumed 8.4 liters of alcohol per year. At that time an average person in Luxembourg consumed 18 liters, while it was 13.5 liters in France and 12.5 liters in Portugal.

Due to the collapse of the Soviet Union, unemployment, rampant crime and difficult living conditions, the consumption of alcohol in Russia reached enormous proportions in the 1990s. This was also the era of the proliferation of substandard, counterfeit alcohol.

In the 2000s, Russia began to actively deal with this problem at the state level.

Russian state intervention in the 2000s

In 2009, the Russian government adopted an anti-alcohol state policy that lasts until 2020. It aims to “reduce the level of alcohol consumption per capita by 55 percent.”

Following the goals and objectives of this policy, Russia has banned the consumption of alcohol in public places, restricted advertising of alcohol products on television and completely banned alcohol advertisements in the printed media.

The country has also limited the sale of alcoholic beverages in the evening and at night and increased fines for selling alcohol to minors. As a deterrent, the government has also increased the rate of excise duties on alcohol.

In May 2017, there was an initiative to ban the demonstration of alcohol in television programs, documentaries and feature films, however, experts say that this is impossible.

State interventions played a more significant role in the reduction of alcohol consumption in Russia than what shows up in official statistics.

Who is the world's largest per capita alcohol consumer?

According to the World Health Organization (WHO), the heaviest-drinking country in the world in 2016 was not Russia, but tiny Lithuania.

Gauden Galea, Director of the Division of Noncommunicable Diseases and Life-course at WHO/Europe, told the Delfi portal that an average Lithuanian consumed 16 liters of alcohol in 2016.

Belarus is in the second place (15 liters per capita per year) with Latvia in third place (13 liters). Russia and Poland shared fourth place with 12 liters.

2016 was not an exception for Russia in this regard. The country has not been the heaviest-drinking country for many years. In 2013, Russia ranked fifth, in the 2014 – fourth, 2015 – sixth.

Galea noted that Russia and Belarus observed a significant decrease in alcohol consumption. According to Russia's Federal State Statistics Service, consumption of alcohol in Russia has dropped from 18 liters per person in 2009 to 12 liters in 2016.

This marked progress in the fight against alcoholism is associated with many factors including improved living standards, a growing health consciousness and a deliberate policy of the state.

However, alcoholism continues to be a problem in the country. Although Russia does not occupy first place when it comes to consumption of alcoholic beverages per capita, it is still close to the top.

PUBLIC HEALTH NEWS

Just one small glass of wine per day increases breast cancer risk

Medical News Today

Written by Ana Sandoiu

May 23, 2017

Breast cancer is the most common form of cancer among women across the globe. New research suggests that as little as one alcoholic drink per day can increase breast cancer risk, while exercise and a healthful diet lowers the risk.

New research suggests that as little as one glass of wine each day may increase breast cancer risk by 5 percent.

In 2012, 1.7 million cases of breast cancer were diagnosed across the globe, which makes up 25 percent of all cancer diagnoses in women.

Worldwide, breast cancer is the second leading cause of cancer-related death among women. In the United States, almost 231,000 women were diagnosed with breast cancer in 2013, along with more than 2,100 men.

There are several risk factors that increase a woman's likelihood of developing breast cancer. These include older age, early menarche, and having a family history of breast cancer.

While there is little a woman can do to control these risk factors, there are additional lifestyle risk factors that women can adjust in order to lower their risk.

A new report conducted by the American Institute for Cancer Research (AICR), in collaboration with the World Cancer Research Fund, examined several risk factors for breast cancer, including alcohol, diet, and weight.

Alcohol increases breast cancer risk, exercise lowers it

The report consisted of a meta-analysis of 119 existing studies that together examined the clinical data available on 12 million women, adding up to a total of 260,000 cases of breast cancer.

According to the report, as little as 10 grams of alcohol per day - the equivalent of a small glass of wine or beer - raises the risk of premenopausal breast cancer by 5 percent. The same amount of alcohol raises the risk of postmenopausal breast cancer - the most common form of breast cancer - by 9 percent.

Ten grams of alcohol amounts to less than the "standard" drink, which currently consists of 14 grams of alcohol.

Furthermore, the report confirmed that being overweight, having obesity, or just gaining more weight in adulthood increases the likelihood of postmenopausal breast cancer. Conversely, moderate exercise decreased the risk of both pre- and postmenopausal cancer.

Postmenopausal women who were the most active were 10 percent less likely to develop breast cancer compared with their least active counterparts. For premenopausal women, this drop in risk was 17 percent.

Foods high in carotenoids may decrease breast cancer risk

In terms of diet, the report found "limited evidence" that non-starchy vegetables may decrease the risk of the so-called estrogen-receptor-negative breast cancers. These represent a rarer type of breast cancer, but one that may be more aggressive and have a poorer prognosis.

Non-starchy vegetables include broccoli, cabbage, brussel sprouts, leeks, beans, and spinach. The University of Michigan in Ann Arbor offers a full list of non-starchy vegetables.

The report also found a link between diets high in dairy, calcium, and carotenoids, and a lower risk of breast cancer. Carotenoids are pigments synthesized by plants, which often account for their yellow, orange, or red color. Foods with high carotenoid levels include pumpkins, apricots, carrots, spinach, and kale.

The evidence for the link between carotenoids and a lower risk of breast cancer is, however, also limited, and the authors admit that more research is needed to confirm the results.

Dr. Anne McTiernan, Ph.D. - one of the lead authors of the report and cancer prevention expert at the Fred Hutchinson Cancer Research Center - comments on the findings:

"The findings indicate that women may get some benefit from including more non-starchy vegetables with high variety, including foods that contain carotenoids. That can also help avoid the common 1 to 2 pounds women are gaining every year, which is key for lowering cancer risk.

With this comprehensive and up-to-date report the evidence is clear: having a physically active lifestyle, maintaining a healthy weight throughout life, and limiting alcohol - these are all steps women can take to lower their risk."

Alice Bender, AICR's head of nutrition programs, also comments on the results, recommending a few more measures that women can take to lower their risk:

"Wherever you are with physical activity, try to nudge it up a bit, either a little longer or a little harder. Make simple food shifts to boost protection - substitute veggies like carrots, bell peppers, or green salad for chips and crackers and if you drink alcohol, stick to a single drink or less," Bender says.

"There are no guarantees when it comes to cancer, but it's empowering to know you can do something to lower your risk," she adds.

INDUSTRY NEWS

Scientific Logistics Announces Reseller Agreement with Inventiv for the Wine and Spirits Industry

News Release

PR Web

MAY 23, 2017

Scientific Logistics, the first highly automated cloud-based delivery route planning solution, announced today a reseller agreement with Inventiv, the leading software provider for wine and spirits distributors in the U.S. Distributors of wine and spirits -- as well as distributors of soft drinks, major brand beer, and craft beer -- continue to switch to Scientific Logistics' cloud-based route optimization solution.

Used by thousands of sales representatives in the wine and spirits industry, Inventiv's PocketAdvantage™ sets the standard for reliable, cost-effective order entry using an iPad, iPhone, or PC. Now, in response to distributor requests to better coordinate beverage delivery with sales and merchandising, Inventiv has developed PocketDelivery™. This new app provides drivers with turn by turn directions, inventory check-ins sign-offs and delivery notes and the ability to print a clean invoice all synchronized with PocketAdvantage.

Numerous clients have asked Inventiv to integrate a route planning and optimization solution with the new PocketDelivery delivery management application. "We chose Sci-Log because it's the state-of-the-art cloud-based delivery planning system for the wine and spirits industry," said Jim Harris, Inventiv VP of Sales. "Sci-Log has proven it can significantly shrink delivery planning effort, increase on-time customer service, and reduce delivery costs in wine and spirits distribution."

By combining Inventiv's PocketDelivery capabilities for delivery management and Sci-Log's contemporary cloud-based route optimization solution wine and spirits distributors will be able to:

- Optimize delivery routes based on miles, time and service windows
- Manage time for delivery drivers more effectively, minimizing costly overtime
- Lower overall delivery costs

"Many of our clients deploying PocketDelivery are excited about the potential to leverage powerful cloud-based delivery planning fully integrated into the Inventiv platform," concluded Harris.

Beverage leaders depend on Sci-Log for daily product delivery, delivery strategies and analytics, and sales logistics planning. These bottlers and distributors enjoy the freedom of cloud-based routing which includes continuous updates, the latest maps, browser-based user interfaces, no IT headaches and no maintenance fees.

About Inventiv

Built on nearly 20 years of development, Inventiv offers the country's premiere software for wine and spirits wholesalers and distributors. Its flagship software, PocketAdvantage™, is installed in 130 locations across 43 states and features more than 2,000 industry-specific features that are fully customizable per customer and designed to empower sales teams with the tools they need to close the deal. Its latest development, PocketDelivery™, will enhance customer relations by streamlining the way products and invoices are delivered and handled. Learn more at <http://www.inventiv.com>.

About Scientific Logistics (Sci-Log)

Sci-Log has ignited a revolution in delivery management by leveraging the latest technology advancements and years of supply chain experience to develop the first true cloud routing and scheduling solution. Industry leaders are switching to Sci-Log to benefit from highly automated and optimized delivery route planning integrated with last mile supply chain network design. With Sci-Log's enterprise design, contemporary user interfaces, automated workflow orchestration and the industry's most advanced optimization algorithms, customers decrease routes and miles by 5-20%, reduce distribution costs, shrink planning effort, improve service, and gain more business control from standardized processes. Learn more at <http://www.scientific-logistics.com>.

Direct-To-Consumer Wine Sales Is The Future That Has Arrived

Forbes

By Thomas Pellechia, Contributor

May 22, 2017

I write about the multi-leveled wine industry as well as wine history. Opinions expressed by Forbes Contributors are their own.

Rob McMillan, Founder of Silicon Valley Bank's Wine Division (SVB), has a long-standing relationship with the wine industry in research and brand-building; he made the bank's division a strategic advisor as well as a potent financing source for the wine industry. In that role, SVB recently sponsored a survey focused on Direct-to-Consumer (DtC) wine sales growth and strategies.

Before Prohibition, wine in the U.S. could be bought in many different ways and without much regulation. But in 1933 Congress gave individual states the power to control beverage alcohol. One result of that power was a general—and unconstitutional—ban on wineries shipping products across state lines direct to consumers' homes. A narrow Supreme Court decision in 2005 set the stage for dismantling that restriction, but at twelve years old, modern-day DtC is a relatively new concept; its potential to increase winery revenue has yet to be tapped to the fullest.

McMillan recently hosted a preview video presentation of the survey results, to which he invited panelists to draw out a few conclusions from the almost 1200 respondent wineries: they represented the spectrum of the U.S. wine industry, along with a sprinkling of international wineries. Members of the wine world from about a dozen countries included the usual wine-producing suspects as well as some smaller, you might even say obscure wine producing countries like Uganda, Israel and Uruguay viewed and chatted their impressions in real time during the video presentation.

Joining McMillan were Cyril Penn, Editor in Chief, Wine Business Monthly; Mary Jo Dale, Marketing Director, Americas, Vinventions/Nomacorc; and Liz Mercer, Key Account Director, Wine Industry Sales Education (WISE) Academy.

In 2012 DtC sales represented 49 percent of overall revenue for wineries that took advantage of it. The SVB survey found that percentage has increased in 2017 to 61 percent of wine revenue. The panelists see DtC as the future for wine selling. As WISE sees it, "few wineries have maximized the DtC opportunity, and the lack of skilled professionals is often cited as the main reason for not capitalizing on the additional revenue and profit potential it represents." The Academy aims "to set new standards in direct-to-consumer sales education."

WISE offers the first-ever wine certification program dedicated to DtC.

It may be new and it may also be the future but 51 percent of DtC sales go to the older crowd of wine consumers—41 percent to Baby Boomers and 10 percent to their elders. Gen Xers account for 33 percent and Millennials clock in at 17 percent.

For Total Wine, it's total war against alcohol regulations

Boston Globe

By Dan Adams, Globe Staff

May 20, 2017

Total Wine & More is waging total war on the nation's alcohol laws — and Massachusetts is the new front line.

The largest retailer of beer, wine, and liquor in the country, Total Wine has successfully challenged longstanding alcohol laws in numerous states, tilting the marketplace to its advantage through a mix of litigation, lobbying, and rallying support from customers.

Alcohol sales on Sundays in Minnesota? Allowed as of February, thanks to a years-long campaign by Total Wine. Later closing time for liquor stores in Connecticut? That was also Total Wine. Ditto for overturning a ban on volume discounts in Maryland, and lifting the cap on the number of store licenses in South Carolina.

In Massachusetts, Total Wine has sued to invalidate a state regulation that prevents retailers from selling alcohol below cost, a common practice in other industries. The company is also about to launch a public relations campaign here challenging a state rule prohibiting alcohol retailers from issuing discount coupons and loyalty cards. It has submitted the proposed changes to a task force convened by Treasurer Deborah Goldberg to streamline the state's alcohol laws.

"It's not unusual for a large company to use its legal and government affairs resources to change the status quo so its business model gets accommodated," said Marc Sorini, a national alcohol attorney. "But Total Wine has been far more aggressive than most retailers, and they've won a number of important cases."

Total Wine spokesman Ed Cooper said the company's advocacy is always intended to help consumers, a mantra handed down from brothers David and Robert Trone, who cofounded the chain in 1991.

The pair "are fanatical about what's best for the customer," Cooper said. "In all of our company meetings, there's an empty chair in the room, and that's the consumer."

Based in Bethesda, Md., Total Wine began with a few shops in Delaware and Pennsylvania, and now has more than \$2 billion a year in sales and 157 locations in 20 states, including four in Massachusetts. Many of its outlets approach 50,000 square feet, or more than the average supermarket.

As with other big-box retailers such as Walmart, Total Wine's arrival in town can squeeze smaller competitors. And like Uber and other market disruptors, it is willing to push the regulatory envelope.

In 2016, Total Wine was slapped with a license suspension by the Massachusetts Alcoholic Beverages Control Commission for selling liquor below its costs. The company wants to use a practice common in other industries: bring consumers into stores with irresistible bargains, and then sell them other, higher-margin products.

Grocery stores often do that with staples, and electronics retailers with components such as printers.

The practice is not allowed in the liquor industry, in order to discourage excessive drinking. But Total Wine has sued Massachusetts regulators to get its sanction overturned, arguing the pricing requirement is a relic that's bad for shoppers and violates federal antitrust laws.

The ban on loss leaders and other regulations also have the practical effect of protecting smaller package stores from large competitors like Total Wine that could otherwise undercut them. Other such measures include local ownership requirements and prohibitions on wholesalers giving retailers discounts on large orders.

"In a number of states, [Total Wine has] made it much more accommodating for very large retailers by changing the laws," Sorini, the attorney, said. "It allows them to take advantage of their scale."

Achieving greater scale was the motivation behind the company's most recent success, in South Carolina, where the state's highest court in April abolished a cap on the number of retail alcohol licenses one owner could hold after Total Wine challenged it.

And in its home state of Maryland, the company fought for 10 years to overturn a ban on retailers getting volume discounts, a battle that ended in 2009 with a court striking down the ban and other aspects of the state's pricing rules.

Besides litigation, Total Wine has successfully changed laws by whipping up consumers with political-style campaigns like the one about to debut in Massachusetts over coupons and loyalty programs.

To legalize alcohol sales on Sundays in Minnesota, for example, Total Wine created the "Minnesota Consumers First Alliance." Armed with the slogan "Why Not Sundays?," the group advertised heavily on social media, backed pro-Sunday-sales candidates for office, and encouraged citizen groups to deluge state legislators with phone calls. After years of effort, a bill legalizing Sunday sales became law in February. Total Wine has also helped pass Sunday sales laws in Delaware, Georgia, and South Carolina.

The company has even intentionally flouted rules to make its point. Last August in Connecticut, Total Wine bought full-page newspaper ads proclaiming it would sell liquor for less than state-mandated minimums, to publicize a federal lawsuit challenging the state's complex pricing law.

The chain later paid \$37,500 to regulators to settle the violations and restored the higher prices. But it also placed signs outside its Connecticut stores that read, "the state has demanded we take our prices back up to their mandated minimums," and urged customers to call their legislators. The lawsuit is still pending.

Cooper, in an interview with the New Haven Register in September, compared the pricing gimmick to "civil disobedience," saying it was "something we felt we needed to do for our customers."

That narrative is a consistent feature of Total Wine's war: The company casts itself as a stand-in for consumers, bearing the wrath of greedy package store owners who can't be bothered to compete and of trigger-happy regulators.

Local package stores see things differently. To them, the seemingly innocuous customer-friendly changes pushed by Total Wine add up to a sinister whole, rigging the marketplace against smaller operations and accelerating the homogenization of American retail.

Total Wine often opens its 20,000- to 50,000-square-foot megastores close to a competitor. Its store in Everett is located just down the road from another package store, and a 10-minute drive from the family-owned Atlas Liquors.

“We’re absolutely feeling it,” said Natalie Fernsebner, a third-generation executive at Atlas. “Our customer counts are down. But we’re fighting for our lives here. I feel an awesome responsibility to not only my family but the families that work for me.”

She acknowledged Total Wine’s stores are attractive to shoppers — they’re clean, have low prices, and room for tastings and events that draw crowds — and said Atlas and other competitors have begun renovating their stores to keep up. But she also complained the company engages in predatory pricing on some products, while reaping high margins on private-label booze.

“There’s just something so diabolical about the way they operate,” Fernsebner said. “It’s not the way I’d do business.”

Sorini, however, said warnings of doom for package stores are somewhat overblown.

“Walmart doesn’t put every small retailer out of business when it comes to town,” the attorney said, “but it sure makes them sharpen their competitive edge.”

Adding to the angst of small package stores is the sharp tongue of David Trone, who’s infamous for dishing out his contemptuous criticism to regulators and competitors alike.

“They’re buddies and they all charge the same high prices, they meet at the same clubs, and they all make lots of money,” Trone told the Minneapolis/St. Paul Business Journal in 2014, referring to liquor store owners in Minnesota who were lobbying to keep Total Wine out of their state. “They’ve chosen to compete by trying to stop our entry into the market by using government as a foil to stop competition, which enables them to keep their high prices and maintain, in many cases, their dirty stores.”

Trone declined to be interviewed.

Among his earliest brushes with the alcohol powers was a three-year stretch from 1989 when Pennsylvania authorities arrested him three times following complaints from mom-and-pop beer stores.

In 1991, Trone, his wife, and his brother were indicted after prosecutors said he had illegally side-stepped a Pennsylvania ban on owning more than a single beer retailer by installing friends and family members as straw owners of other stores.

A judge eventually threw out most of the charges, and prosecutors dropped the remainder in exchange for \$40,000 to cover the cost of the investigation. Years later, while running an unsuccessful campaign for a congressional seat in Maryland in 2016, Trone recalled in an interview with Bethesda magazine how he had rejected a plea offer from the Pennsylvania prosecutors.

“We talked about it and told them they could drop dead,” Trone said, “because when you’re right, you’re right, and we weren’t going to bend for anyone.”

America’s Independent Beer Distributors Kick Off Summer Beer Season

News Release

By the National Beer Wholesalers Association

May 22, 2017

ALEXANDRIA, Va. – As Memorial Day weekend approaches, America’s more than 3,000 independent beer distributors are helping retailers stock up for the start of the summer beer selling season by delivering an unprecedented variety of beer brands and building tens of thousands eye-catching displays in local stores to welcome summer.

“Over the course of the year, beer distributors across the United States deliver nearly 3 billion cases of beer to more than 600,000 retail establishments – including restaurants, pubs, convenience stores, bottle shops, grocery stores, ballparks and concert venues,” said National Beer Wholesalers Association (NBWA) Chief Economist Lester Jones.

“Memorial Day ranks only behind July Fourth as the top holiday for beer sales in the United States,” Jones said. “And, on average, beer sales are 20 percent higher in the summer months compared to the rest of the year.”

Jones added, “Weather is key. After all, consumers are more likely to enjoy a cold beer if it’s warm and sunny outside.”

America’s nearly 135,000 beer distribution employees – including truck drivers, warehouse employees, brand managers, sales teams and marketing employees – are working to make sure that consumers are able to grab a cold one for their cookout, trip to the beach or family dinner this weekend.

According to a report by the Center for Applied Business & Economic Research at the University of Delaware, independent beer distributors provide more than \$23 billion in transportation efficiencies for the beer industry each year. A well-run beer distribution network saves retailers on average more than \$37,000 a year for each retail establishment.

According to an NBWA survey, independent distributors deliver an average of more than 980 unique packages (or SKUS) of beer, including imports, well-known national brands and labels from emerging local brewers.

“Thanks to an open and independent system that helps new brands get to market, beer drinkers today have more choice than ever before with more than 5,000 domestic brewers and hundreds of importers offering thousands of styles and brands that make the beer industry innovative and exciting,” Jones said.

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The National Beer Wholesalers Association (NBWA) represents the interests of America’s 3,300 licensed, independent beer distributor operations in every state, congressional district and media market across the country. Beer distributors are committed to ensuring alcohol is provided safely and responsibly to consumers of legal drinking age through the three-tier, state-based system of alcohol regulation and distribution. To learn more about America’s beer distributors, visit www.AmericasBeerDistributors.com. For additional updates from NBWA, follow @NBWABeer on Twitter, like NBWA on Facebook, follow NBWA on Instagram and subscribe to NBWA’s YouTube channel.

Staying Safe: Recognizing signs of alcohol poisoning

Pittsburgh Post-Gazette

By Fitale Wari

May 23, 2017

The Penn State University freshman could barely stand after a forced-drinking ritual called “the gauntlet” during a hazing incident at Beta Theta Pi house last year. He tumbled down the basement stairs, but fraternity brothers failed to summon help for 12 hours, and the 19-year-old later died of his injuries, Centre County prosecutors say.

A bar patron earlier this month sued a Westmoreland County tavern after he claimed he was served so much alcohol last year that he fell off his stool and injured his shoulder.

While these are two very different cases, they highlight a continuing lack of awareness of the signs that social drinking has crossed into the danger zone.

The American Addiction Centers has identified symptoms to recognize: vomiting, unconsciousness, hypothermia, slow or irregular breathing, seizure, lack of physical coordination, loss of bladder or bowel control and the discoloration of skin around the mouth or fingers.

Along with significant impairment in attention and memory, it is possible for people to experience “nystagmus,” or rapid uncontrolled eye movement, Neil Capretto, medical director at Gateway Rehab, wrote in an email exchange.

When these signs are recognized, immediate medical attention is required. “It is better safe than sorry,” Dr. Capretto wrote.

When someone is drinking heavily it’s not known whether the blood-alcohol level has peaked or if it’s still rising, creating further complications.

If friends or observers wait to seek help, the person risks more impairment, coma or even death.

“It is also important to try to keep the person from aspirating their own vomit,” said Dr. Capretto. “Try to keep them awake by talking to them or gently shaking them. If they become unresponsive again, this is a medical emergency, and you should call 911 immediately.”

Bartenders are trained to recognize when people are drinking too much, but there are some circumstances that can make it difficult to observe how much alcohol is consumed. In busy settings, for example, it is possible that people buy drinks for others, which makes it challenging for a bartender to monitor how many drinks a patron has had.

Nicole Battle, Pittsburgh’s Bartender Guild chapter president and a bartender at Tako, Downtown, knows the signs to look for in people’s behavior.

“Most [drunk] people have a shorter fuse,” she said. She added she pays special attention to impatience or anger in customers, people who drink alone and large parties.

When people bar hop or are part of a large group, it is more challenging for her to know how intoxicated individuals are. She tries to focus on behaviors, but sometimes “people show signs when they’re not drunk [but may be on medication].”

“A lot of things can happen,” Ms. Battle continued. “And [bartenders are] responsible for it.”

RAMP, a three-hour training program with a test, teaches bartenders the signs to look for, how to diffuse situations and general skills to practice. It is also offered online.

Along with providing a fun environment for customers and making the best drinks, bartenders also must ensure everyone's safety.

Before individuals reach the point where she has to cut them off — which she notes happens more often with men than women — she slows down their service by tending to other customers, Ms. Battle said. She is also a firm believer in the buddy system and likes to keep water or food accessible.

She acknowledged how "it's about communication and common sense." Bartenders need to communicate with one another and, in restaurants with attached bars, also need to communicate with servers.

"It's all about training, bringing people on board and making sure they're confident enough to card people," she said. "When people order doubles, I think they're on a mission."

Although there is no law in Pennsylvania against serving multiple drinks to a customer, she does not practice this — she serves individuals one drink at a time and always checks identification. While underage drinking is a public health concern, it has decreased in the past 10 years, Dr. Capretto said.

The difference between teenage drinkers and legal, adult drinkers is that many teens are not looking to drink socially — they are looking to get drunk, he said. Social drinking becomes dangerous drinking when the goal is to be intoxicated, which is typically seen during birthday parties, bachelor or bachelorette parties, and in people who are grieving.

People often make the mistake of thinking that one mixed drink is equivalent to one glass of beer or wine. But one mixed drink can be equivalent to three or more drinks.

One drink is equivalent to 12 ounces of beer, 5 ounces of wine or one shot of hard liquor.

Ms. Battle believes that most people are aware of what constitutes one drink, but they often over drink when they're in large groups or at parties.

For more information on alcohol poison, visit the Mayo Clinic (www.mayoclinic.org/diseases-conditions/alcohol-poisoning/home/ovc-20211589) or the Centers for Disease Control and Prevention (www.cdc.gov/vitalsigns/alcohol-poisoning-deaths/index.html?permalink=http://www.cdc.gov/vitalsigns/alcohol-poisoning-deaths/index.html).

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