



DTC SHIPPING VS. LOCAL, LICENSED DELIVERY: THE RESPONSIBLE E-COMMERCE CHOICE

Alcohol takes a different path to consumers than other products due to the public health and safety concerns associated with sale of an intoxicating product. As the e-commerce demand expands, **local, licensed alcohol delivery is the responsible e-commerce model compared to direct-to-consumer (DTC) alcohol shipping.**

WHAT IS IT?

LOCAL DELIVERY

Same-day, in-state transport of alcohol from a **local, licensed retailer** via its employee or a licensed third-party to a nearby consumer.

DIRECT-TO-CONSUMER (DTC) SHIPPING

In- or out-of-state shipment of alcohol directly from a producer that is transported to a consumer via a common carrier (e.g., FedEx, UPS).

BENEFITS OF LOCAL, LICENSED DELIVERY



State taxes collected and remitted by local wholesalers and retailers.



Access to a wide **variety of guaranteed authentic products.**



Purchaser's age is verified by a trained deliverer to **prevent sales to minors.**



Effective state and local **oversight and enforcement** over the retailer and delivery company.



Delivery from **nearby licensed retailers occurs quickly.**

PROBLEMS ASSOCIATED WITH DTC SHIPPING OF ALCOHOL



Increases risk of **non-compliance** with the receiving state's tax collection laws.



Lack of transparency to identify **bad actors** (i.e., unlicensed shippers) and ensure consumer safety.



No oversight of ID verification by UPS drivers **risks underage access.**



Impossible to audit and hold accountable all out-of-state entities that can ship into a state.



Undercuts local, licensed businesses that employ members of the community.