



## The Value of the Three-Tier System

How a Bottle of Alcohol Gets to You:		Via Three-Tier System	Via Producer Direct-to-Consumer Shipping
	<b>Producers – Tier 1</b>		
	The bottle was manufactured by a federally and locally licensed producer.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	<b>Wholesalers – Tier 2</b>		
	The bottle was purchased by a local wholesaler company that contributes significant wages and taxes to the local economy.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	The bottle was monitored while transported from the producer to the wholesaler to prevent adulteration and guarantee authenticity.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	A wholesaler licensed by the state and federally with a physical presence in the state collected the state excise tax on the bottle and remitted it to the state.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	The bottle was sold to a restaurant or retailer that the wholesaler helped educate about the wide variety of brands, including new, local brands, and market research to tailor its menu or shelf to customers.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	<b>Retailers – Tier 3</b>		
	The bottle is one of a restaurant or retailer's inventory that a wholesaler tracked via advanced logistics technology to ensure the bottle was delivered on time and inventory is replenished and available for consumers.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	The bottle was sold to the consumer and the restaurant or retailer collected state and local taxes and remitted the money to the state.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	The age of the bottle's purchaser is verified by a trained employee before the sale is completed to prevent sales to minors.	<input checked="" type="checkbox"/>	<input type="checkbox"/>