

ACHIEVING RESPONSIBLE ALCOHOL DELIVERY

WSWA is committed to a responsibly regulated alcohol distribution system where suppliers, wholesalers, and retailers maintain their distinct roles and independence. WSWA supports delivery laws that contain the following elements:



PROTECT CONSUMER SAFETY

Mandatory ID verification to prevent underage sales

No sale/delivery to intoxicated or in alcohol free areas/public places

Recordkeeping of all deliveries

Clear apportionment of liability to retailer and the third-party delivery company



CLEAR DEFINITION OF DELIVERY

"Delivery" is different than "shipping" as the two are distinct transport methods. It should be clear that "delivery" is limited to proximate, same day, and local transactions involving movement of product from a retailer to a consumer after a sale. Delivery refers to a method employed by local business to serve the local community, not an interstate sale or transport of product.



THIRD-PARTY DELIVERY: LICENSED CHAIN OF CUSTODY

It is of the utmost importance that all beverage alcohol products remain in custody of a licensed entity/individual until final delivery to the consumer. Licensing third parties ensures that every business that handles alcohol will have the same incentives to act responsibly, and will be subject to the same requirements and penalties as licensed retailers.



MAINTAIN COMPETITIVE BALANCE

Tied house laws apply to third-party delivery services

Parity with retail licensees

Pricing restrictions apply equally to in-store and delivery sales

Hours of sale - deliveries should only occur during times a retailer is allowed to be open

ACCOUNTABILITY & RESPONSIBILITY

The key word is "responsible" as states should regulate delivery to maintain oversight and uphold public health and safety standards until the alcohol is in the hands of a legal-age consumer.

Licensed deliveries allow the state to preserve the high level of accountability that exists- from the manufacturer to distributor to retailer, and now this new final connection of a consumer sale: delivery from retailer to consumer. This is best done by requiring all entities handling alcohol to be licensed and liable for violations.

DELIVERY BY LOCAL RETAILERS IS THE RESPONSIBLE E-COMMERCE SOLUTION

Local retailers are the final step in a responsibly-regulated system:

- **Local and licensed** (giving regulators proper oversight and ability to enforce against bad actors)
- **Accountable to their communities** (clear chain of custody of authentic alcohol brands)
- **Subject to the state and local taxing jurisdiction** (no tax evasion)
- **Even playing field** (not using location to employ illegal pricing and sales methods to undercut local retailers)

Local retailers and properly licensed third party retail delivery partners working together achieve the proper balance of accountability and consumer convenience.