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2014 Issue Briefs Now Available for Download

by Pamela S. Erickson



For the fourth year, the Campaign for a Healthy Alcohol Marketplace is pleased to offer *Issue Briefs* – concise, easy-to-understand summaries that address common alcohol regulatory issues. They can be downloaded at this link:

<http://www.healthyalcoholmarket.com/pdf/IssueBriefs2014.pdf>

Given the budget difficulties among state and local governments, alcohol is often a target for additional revenue. Some proposals would greatly increase alcohol availability. Others would allow aggressive sales practices that promote purchase in high volume at discounted prices. Deregulation advocates claim that longstanding policies designed to limit availability and prevent steep discounts are antiquated, ineffective and hurt consumers.

Alcohol regulations are designed to balance availability, price, and promotional practices. Our regulatory systems also provide cost-effective tax collection and protection from dangerous products. They work to curb problems with underage drinking, public disorder, and excessive consumption. Most alcohol regulatory systems aim to foster moderation in alcohol consumption.

These briefs, designed for policymakers, media members and others, underscore the importance of comprehensive alcohol regulations that level the business playing field and, ultimately, help ensure public health and safety.

They are designed to stand alone and be used as educational tools. They may be downloaded as [single PDF's](#) or as a [whole collection](#). Please contact Pamela S. Erickson, at pam@pamaction.com, if you have questions or would like a customized version of a particular brief.

Following is a list of the Issue Briefs:

Issues relating to the history and purpose of alcohol regulation:

1. Aren't our alcohol regulations antiquated? Weren't they designed to prevent organized crime and other problems of Prohibition?
2. Why do we need regulations to balance our alcohol market systems?
3. Since alcohol is a legal product, why can't it be sold like orange juice or any other legal product?
4. What are some real-world examples of what happened when alcohol was deregulated?

How our regulatory system works:

5. What does a good alcohol regulatory system look like?
6. Why are some states in the liquor business? Can't a control state just convert to a license state and save money?
7. Why are beer, wine and spirits regulated differently?
8. What are the benefits of the three-tier system of alcohol control?
9. Isn't alcohol regulation bad for business? Shouldn't we loosen alcohol regulations to help local business?

Individual system elements:

10. Since the recession, all Americans expect good values, so what's the problem with lower prices for alcohol?
11. Why shouldn't alcohol be more convenient for customers to buy? Shouldn't those who drink exercise personal responsibility?
12. What is the problem with allowing more stores to sell alcohol?
13. Why are there special hours for alcohol sales? Why do some states prohibit alcohol sales on Sunday or holidays?

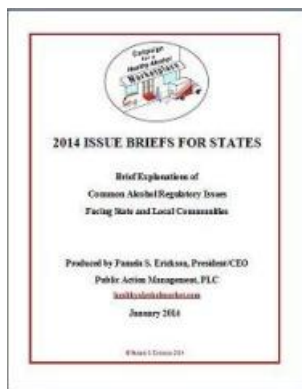
Revenue and safety:

14. Can't we save taxpayers some money by eliminating the liquor cops and using local law enforcement or state police instead?
15. Why don't we have problems with fake alcohol or tax revenue loss?
16. Why do we need a strong wholesale tier?

For more information, see www.healthyalcoholmarket.com Contact Pam Erickson at pam@pamaction.com

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