



RHODE ISLAND LIQUOR OPERATORS COLLABORATIVE

REPRESENTING RHODE ISLAND'S INDEPENDENT LIQUOR RETAILERS

H7203 - Support

14 March 2024

Dear Chairwoman McEntee and Committee Members:

The Rhode Island Liquor Operators Collaborative supports House Bill 7203.

Grand Tastings have been a business driver for Class A Licensees since their institution in 2019. Consumers look forward to every March and November where they can visit some of their favorite liquor stores across the state and sample wines from around the world. Adding August to the tasting calendar is not only a layup, it's a home run. Anything we can do as Class A Retailers to improve the consumer experience should always be a priority. The structure of when these events happen is key; it keeps consumers mindful of exactly when to look for Grand Tastings around the state and creates excitement around the events.

I do want to extend a word of caution regarding Grand Tastings; we need to keep these events special and limited. By having a limit on when these can be done, we can consistently deliver a high quality product to consumers as well as make the events always be something to look forward to. If these events happened every month, they would soon lose their luster. Capping Grand Wine Tastings to three times per year is good for retailers and consumers. Any more would simply diminish just how special these events are.

If you have any questions, please don't hesitate to contact us at RILiquorOperatorsCollaborative@gmail.com.

Sincerely,

A handwritten signature in black ink that reads "Nicholas A. Fede, Jr." with a stylized flourish at the end.

Nicholas A. Fede, Jr.

Director

Rhode Island Liquor Operators Collaborative