



March 8, 2010

Lorelei N. Mottese
Manager, Government Relations
Wakefern Food Corp.
33 Northfield Ave.
Edison, New Jersey 08818

SUPPORT for Senate bill 204,
AN ACT IMPLEMENTING THE RECOMMENDATIONS OF THE PROGRAM
REVIEW AND INVESTIGATIONS COMMITTEE CONCERNING THE SALE OF
ALCOHOLIC LIQUOR ON SUNDAY.

To: The Hon. John A. Kissel, Co-Chairman, The Hon. Mary M. Mushinsky, Co-Chairwoman, The Hon. Andrew M. Maynard, Ranking Member, The Hon. Mary Ann Carson, Ranking Member and the members of the Program Review and Investigations Committee

My name is Lorelei Mottese, Manager of Government Relations for Wakefern Food Corp., and on behalf of the fifteen (15) ShopRite Supermarkets in Connecticut, I would like to thank you for taking the time to discuss this very important issue.

We are pleased to support Senate bill 204, allowing Sunday sales of alcohol in our supermarkets.

Eliminating the blue law that prohibits this would benefit ShopRite, our customers and the state of Connecticut.

Connecticut is one of only of three states in the nation that still prohibits the Sunday sale of alcoholic beverages at neighborhood grocery and package stores.

This prohibition has been in place since 1933. While it may have made sense in the 1930s, 2010 is a different time. In today's busy world, it is imperative for our supermarkets to provide customers with the convenience of a one stop shopping experience.

In fact, our customers consistently demand greater convenience during their shopping experience. They look for items like pre-packaged salads, or pre-made dinners to help simplify their busy lives.

Being able to purchase all components of their meal in one shopping trip, every day of the week, provides that convenience.

This would also help Connecticut families keep costs down and save gas money by eliminating an extra trip to another store. With the price of everything rising around us, this is an important consideration for our customers.

It is also an important consideration for grocers who are feeling the strain of our weakened economy, especially those operating on the border of neighboring states without this blue law prohibition. Sunday has become one of the busiest shopping days of the week and many customers will choose to cross state lines in order to purchase their groceries and liquor.

We need to keep these customers shopping in their own neighborhoods. Lifting the ban and allowing the sale of alcohol on Sunday would help do that and not only result in increased sales in these stores, but in increased revenues for Connecticut.

In fact, the Legislative Program Review and Investigations Committee estimated in a 2009 report that the state could see an increase of up to \$8 million in new tax revenue if the Sunday alcohol sales prohibition were repealed. With a projected \$624 million budget gap for this fiscal year, these are revenue figures that cannot be ignored.

Ultimately this legislation will provide much needed revenues for Connecticut, create added convenience for residents and allow ShopRites operating near the border the chance to operate on a level playing field.

Please support Senate bill 204 and allow Sunday sales of alcoholic beverages. Generating new revenue for the state, while increasing retail sales, is a win-win situation for everyone.

Thank you.