



Testimony of Richard Daddario, Whole Foods Market

**In support of SB204: An Act Implementing the Recommendations of
the Program Review and Investigations Committee Concerning the
Sale of Alcoholic Beverages on Sunday**

Before the Program Review & Investigations Committee

March 8, 2010

Good afternoon Chairman Kissel, Chairman Mushinsky, and members of the Program Review and Investigations Committee. My name is Richard Daddario and I am the Executive Coordinator of Operations and Purchasing for Whole Foods Market's Northeast Region.

As you may already be aware, Connecticut is the only state in the Northeast, and one of only three states in the nation, that still prohibits the Sunday sale of alcoholic beverages at neighborhood grocery and package stores.

As a retailer about to open its 8th location in the state of Connecticut, which includes our regional distribution center (currently operating in Cheshire, Glastonbury, Greenwich, Milford, West Hartford, Westport and soon to be Darien), we are concerned with both the level of convenience that our customers sacrifice as well as the business that is lost with these antiquated blue laws.

Lifting of these laws will allow us to grow our business, which typically for Whole Foods Market adds anywhere from 150-300 jobs per location, helping to reduce statewide unemployment rates while offering our team members an industry leading benefits package to additional people throughout the state. Currently, approximately 89% of our employees are full-time receiving a full benefits package including employer paid healthcare.

Connecticut's neighborhood grocery stores have safely and responsibly sold beer to our customers for years. Our stores are already open seven days a week, yet they can only sell beer Monday through Saturday.

As was documented in a December 2009 report issued by the Legislative Program Review and Investigations Committee, the state of Connecticut could

see an increase of up to \$8 million in new tax revenue if the Sunday alcohol sales prohibition were repealed.

The retail industry is all about providing consumers with more choice and convenience. Ending Connecticut's outdated ban on Sunday alcohol sales will do just that.

We ask you to please support Senate Bill 204 and end Connecticut's outdated ban on the Sunday sale of alcoholic beverages at neighborhood grocery stores. Please know that we greatly appreciate both your time and consideration with this matter.

Sincerely,

Richard Daddario

Connecticut Resident and Executive Coordinator of Purchasing and Operations
Whole Foods Market: Northeast Region