

**From:** supercellar@supercellar.net  
**Sent:** Tuesday, February 28, 2012 7:23 AM  
**To:** supercellar@snet.net  
**Subject:** Public hearing

Good Morning,

My name is David Leon from Bloomfield Discount Liquors in Bloomfield and Super Cellar in Avon. I am in a family business that also includes my brother and brother in law. I am a 3rd generation package store retailer and have been in business 23 years. I am a Market Watch leader award winner which is given to a handful of retailers nationally every year. We employ 40 people in Connecticut.

It is my belief that any legislation affecting us or any retailer should either be of benefit to the state with additional revenue and/or to the consumer with some type of benefit. I also believe that the only potential revenue and consumer benefit may come from some sort of Sunday sales and that many of the other issues will help put most of us out of business, thousands of jobs lost, and lead to a monopolistic marketplace of big box stores selling alcohol, a significant decrease of brands and choices for the consumer, and ultimately, when most of us are gone, higher prices.

The mindset that more, more, more is better, better, better is just not true. We are open 78 hours a week. People just won't drink more because of more hours and more outlets. We already have more permits per capita than any state in the country. If this is to be deemed a revenue issue, we are agreeable to higher permit fees, but absolutely, no NEW permits.

The fact remains that despite any of the new pricing schemes being discussed presently for Connecticut, consumers of this state will continue to leave the state to purchase alcohol Monday- Sunday, especially bordering New England states, because of no sales tax on alcohol and lower excise taxes on alcoholic beverages. Yankee Spirits in Sturbridge does approximately \$8-10 million dollars annually with Connecticut consumers. Again, proposed changes in pricing policies will not change this. We run a discount operation as well as many of the retailers here today. We sell all National Brands at low prices and give our customers very aggressive pricing. If the tax structure remains the same, I believe there is no need to change pricing laws. It works well now.

We are the definition of small business. We are the ones that support countless charities in our communities with time, money, and donation of products. You all know this because you are at these events as well. The system has been fair and worked for years, and change for the sake of change, if there is no benefit to the state or consumer, makes no sense.

We are already committed to compromising on the biggest public issue, Sunday Sales. The other issues only serve to hurt thousands of businesses and employees of those stores.

Thankyou

Please use our new email address: supercellar@supercellar.net

Thank you!

2/28/2012