

To: Connecticut General Law Committee

Re: Opposition of Bill No. 5021

My name is Monica McCall. I am the Wine Director for Ancona's Wines & Liquors in Ridgefield, CT. I am opposed to parts of Bill No. 5021.

I am not opposed to Sunday sales of alcohol as that offers a shopping convenience for some consumers. However, what I am opposed to is that the Bill favors larger, big-box chain liquor stores based on the proposed elimination of the state minimum and the allowance for a quantity buying price structure. If small shops want to compete on pricing of the big brand names, they will have to buy larger quantities, which many do not have the cash flow to do, nor the storage space to warehouse the product. Even the stores that stretch their dollars to compete on pricing will eliminate the ability to offer a wide selection to their customers, as their money will be tied-up in holding large quantities of big brands.

Eventually the small shops will close because they will not be able to compete leaving consumers in the state fewer options for personalized shopping experiences and they will have to travel further to get the product they want. With the closing of shops is the loss of many jobs not only at the retail level, but also at the distributor wholesale level, as they will be servicing less businesses.

Often change can be good and I agree there are some areas of the current law that should be modernized to allow healthy competition, better pricing to consumers, and a large choice selection. Forming a bi-partisan committee of retailers, wholesalers, and suppliers would be appropriate to analyze and review surrounding states and make modifications that would strengthen the CT liquor industry. An extreme "sledgehammer" style change to the current law will only result in disastrous effects to our economy.