



**State of Connecticut**  
**HOUSE OF REPRESENTATIVES**  
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PROGRAM REVIEW AND INVESTIGATIONS  
COMMITTEE

To: General Law Committee  
From: Representative Diana Urban  
Re: HB 5021 AN ACT CONCERNING COMPETITIVE ALCOHOLIC LIQUOR  
PRICING AND HOURS OF OPERATION FOR PERMITTEES

Good Morning Senator Doyle, Representative Taborsak and distinguished members of the General Law Committee.

As I represent a border district I am definitely of two minds on the issue of Sunday sales as well as the plans that would lead to consolidation of liquor stores in Connecticut.

I fully recognize the convenience factor of being able to purchase alcoholic beverages on a Sunday but I am less than sure about the increase that the state expects in tax receipts from this projected increase in sales. Specifically I have yet to see an academic study on the elasticity of demand for Sunday sales in Connecticut or in any other state that indicates a large increase in overall sales. OFA apparently has requested some more in depth research and I look forward to perusing that. My suspicion is that Sunday sales will stretch the consumer's spending over 7 days rather than 6 with perhaps a small increase. On the side of the retail establishment and specifically the small liquor store owner the increase in cost, at the margin, will not cover the small increase in sales on a Sunday. In order to remain competitive with the large stores and retain their customer base, however, they feel forced to open on Sundays.

On the supply side of the issue I am worried about unintended consequences. The system proposed could lead to a massive consolidation of the liquor business leaving Connecticut without the small "Mom and Pop" liquor stores that have a variety of wines and beers that in addition to offering a great choice also promote our micro breweries and local vineyards. We lose so much of our small town ambience whenever we lose our small businesses.

As for the extended hours of operation, route 2 bisects my town and the prospect of increased hours of drinking is not a happy one.

Thank you for your time and consideration.