

MASSACHUSETTS PACKAGE STORES ASSOCIATION

CUSTOMER TALKING POINTS ALCOHOL SALES TAX

Please contact your State Senator and ask him to consider the tax situation, and NOT to add beverage alcohol to the current sales tax structure in Massachusetts. If you do not know your Senator's contact information, please find it by logging on to www.mass.gov/legis/city_town.htm

Be polite when conversing with your Senator or his/her aide.

- ❖ Beverage Alcohol is already heavily taxed. Over 40 cents of each dollar spent at retail goes to federal and state excise taxes and fees.
- ❖ A sales tax becomes a tax on a tax...a double tax on many people who can least afford it.
- ❖ Increased taxes mean increased prices at the check-out counter. I will be forced to reconsider how I purchase my beverage alcohol. Travelling out-of-state is a real possibility, and this will result in lost sales for my local package store owner and lost tax revenues for the state.
- ❖ A recent Economic Impact Study indicates that over 3,000 jobs could be lost if in the beverage alcohol industry if sales tax were added to the product.

