

MASSACHUSETTS PACKAGE STORES ASSOCIATION

BEVERAGE ALCOHOL TAX INCREASES RETAILER TALKING POINTS

You must contact your State Senator now! Be polite, and ask him/her to reconsider the tax situation, and NOT add taxes to the beverage alcohol industry in any way. If you do not know how to contact your Senator, please find the information by logging on to www.mass.gov/legis/city_town.htm

Contact your Senator now, be polite when talking to him/her or their aide, and stress the following points:

- ❖ An increase in excise tax or an added sales tax to alcohol will significantly raise the retail cost of my product. I could lose customers to other states, driving my sales down and forcing me to fire some of my help or lose my business entirely. 3,000 jobs could be lost in the industry.
- ❖ Excise taxes (federal and state) already account for over 40 cents of each dollar spent at the cash register. A sales tax is actually a tax on an already existing tax.
- ❖ Please vote NO on a bill to allow cities and towns to assess a 25% fee on the selling price when a liquor license is transferred. MY LIQUOR LICENSE IS MY RETIREMENT...MY IRA. To ask me to pay a 25% fee on its transfer greatly reduces my opportunity for a comfortable retirement. I cannot simply add 25% to the selling price, for I will have no buyers.

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