

AN INITIATIVE PETITION FOR A LAW RELATIVE TO 21ST CENTURY ALCOHOL RETAIL REFORM



BALLOT INITIATIVE FACTS

- The ballot initiative was filed by locally owned alcohol beverages retailers across Massachusetts.
- The initiative petition was certified by the Office of the Attorney General and the Secretary of State.
- The petitioners exceeded the State signatures threshold by securing over 91,000 signatures from registered voters that were certified by the State.
- The ballot initiative prevents out of state corporate interests from securing marketplace control of alcohol beverages that replaces local retail.



RESTORES BALANCE, IMPROVES SAFETY AND PROMOTES FAIR PLAY

If passed by voters in November 2022, the 21st Century Alcohol Retail Reform initiative petition:

- Supports consumer demand by progressively increasing the number of allowed beer and wine licenses from nine (9) allowed today, to eighteen (18) by 2031, minus any full liquor licenses owned by the corporation or individual.
- Prevents marketplace domination by decreasing the number of full liquor licenses allowed by an individual or corporation from nine (9) to seven (7), and grandfather individuals and corporations that already have nine (9) stores in Massachusetts.
- Massachusetts is the only state in the United States that does not allow retailers of alcohol beverages to reasonably rely on an out of state ID. The initiation petition supports tourism and the Massachusetts economy by allowing retailers of alcohol beverages to reasonably rely on out of state IDs as valid ID for serving alcohol beverages to individuals that are 21, or older. Finally!
- Alcohol beverages are a regulated product that must be handled with care to prevent underage drinking and abusive over consumption. The initiative petition strengthens public safety by prohibiting self-checkout to be used for the retail sales of alcohol beverages and it makes a fine for selling to a minor applicable to gross sales and not just for alcohol beverages retail.

The 21st Century Alcohol Retail Reform ballot initiative expands Consumer choice; Preserves local businesses and over 19,000 jobs; and Improves public safety by preventing illegal sales.

PLEASE SUPPORT LOCAL RETAIL

The 21st Century Alcohol Retail Reform Committee
30 Lyman Street, Suite 2 | Westborough, MA 01581 | 508-366-1100

The 21st Century Alcohol Retail Reform Committee ("Committee") represents locally owned beer, wine, and spirits stores across Massachusetts. The Committee has been organized to uphold fair play in the marketplace and strengthen public safety in the retail of the alcohol beverages in Massachusetts.