



Committee Launches Yes on 3 Campaign

Ballot Question Updates MA Laws for Safe and Convenient Alcohol Sales

September 19, 2022 – The 21st Century Alcohol Retail Reform Committee formally launched its Yes on 3 campaign that educates voters about Question 3 on the November ballot.

“Consumers want convenience when they buy beer and wine. Polling also shows that people care about public safety in alcohol sales,” said Rob Mellion, of the 21st Century Alcohol Retail Reform Committee. “The challenge is to expand access and sell alcohol beverages safely while ensuring that anyone who is selling alcohol has the same commitment toward preventing illegal sales from happening. That is what Question 3 will do.”

What Question 3 Will Do

The ballot question modernizes MA laws to allow for the safe expansion of alcohol licenses. It calls for the state to progressively double the number of allowed beer and wine licenses a company or individual is allowed to hold, going from nine to 18. Most states allow three to five full liquor licenses per merchant and MA’s number would be set at seven. Question 3 significantly expands consumer convenience.

The ballot question also will allow valid out of state IDs to be relied upon by a retailer of alcohol beverages, as they are allowed in every other state in the country and already are permitted in Massachusetts for the sale of cannabis.

The ballot question also provides a few best practice fixes to the current system that prevent and deter alcohol sales to minors: it prohibits self-checkout of alcohol that never should be permitted and changes the basis for fines for selling to a minor so that they have an increased deterrence value for preventing illegal sales.

On the Ballot

Question 3 will appear on the ballot with the title “Changes to Alcohol Retail Licensing Initiative.” Legally named the 21st Century Alcohol Retail Reform Committee, the Committee will refer to itself as Yes on 3 now that ballot question numbers have been assigned. Its members include many members of the Massachusetts Package Stores Association, MassPack, as well as others involved in responsible retail alcohol sales throughout Massachusetts.

For additional information visit: yeson3mass.com

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