

FICTION VS. FACTS

SUPPORT YOUR CONSTITUENTS BY KNOWING THE FACTS ABOUT THIS BILL!

FACT

Supporting this bill supports Minnesota workers, their communities, and your constituents. Don't let misinformation guide you—support more than 10,000 businesses and bring 100,000 jobs back to our hospitality industry.

FICTION

This bill will have negative impacts on the three-tier system.

FACT

This bill will **benefit the entire three-tier system.**



Growth in all
3 tiers



More products sold
in 2nd & 3rd tiers



New & greater revenue
for the 3rd tier



Increased tax
revenue to MN

FICTION

This bill will ruin local liquor stores.

FACT

This bill will **benefit local liquor stores.** They will have access to **new products from several producers**, as well as **high margins on sales of crowlers/ growlers.** We have seen several liquor stores come out in support of this bill.

FICTION

All businesses in the three-tier system were equally impacted by COVID-19.

FACT



Wholesale distributors of
beer, wine, and spirits, saw
growth due to increased
sales at liquor stores.

> "Revenue for the Beer Wholesaling industry increased in 2020 despite the closure of on-premise sales outlets"

> "Total alcohol [sales were] up 25.5 percent, wine was up 30.1 percent and spirits were up 34.1 percent"



MN Dept. of Revenue
reported gross liquor
receipts last year
increased about 20% for
municipal and non-
municipal liquor stores.***



93% of bars/restaurants
reported negative financial
health; **craft beverage**
producers saw a \$250+ million
loss in economic activity;
100,000+ jobs were lost across
the hospitality industry.

FICTION

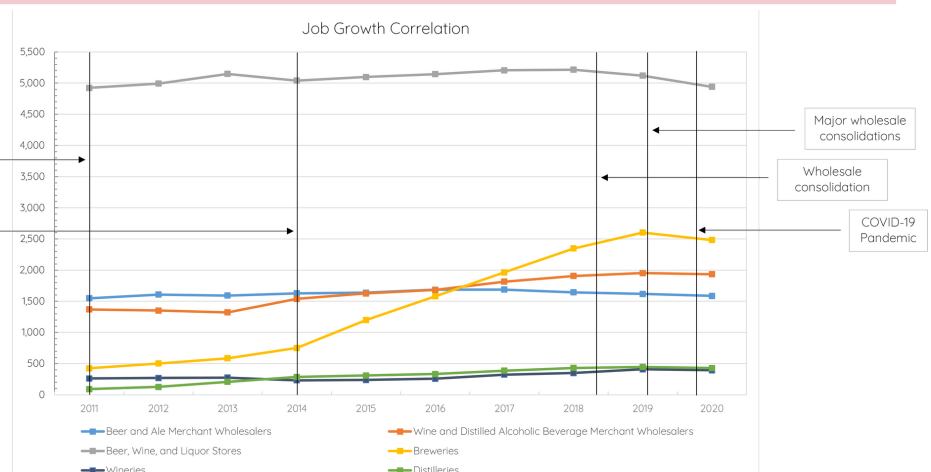
Changes to the current status-quo will result in job loss.

FACT

There is **job growth across all three tiers when craft beverage producers grow.**

Taproom Bill
Passes

Tasting Room
Bill Passes



FACT

This bill was brought forward by the majority of businesses in the three-tier system. Craft beverage producers, bars, and restaurants support each other and are in agreement on moving this bill forward. The industry IS working together to rebuild after the pandemic.

*<https://www.ibisworld.com/united-states/market-research-reports/beer-wholesaling-industry/>

**<https://www.bevindustry.com/articles/93237-state-of-the-beverage-industry-consumer-preference-grows-wine-spirits-categories>

***<https://www.bemidjipioneer.com/business/6895572-Liquor-sales-surged-in-2020-for-Bemidji-and-beyond>