COMMITTEE ON ACCELERATING PROGRESS TO REDUCE ALCOHOL-IMPAIRED DRIVING FATALITIES

Policies and Systems Change from an Alcohol Regulatory Perspective

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The **National Alcohol Beverage Control Association** (NABCA) supports member jurisdictions in their efforts to protect public health and safety and ensure responsible and efficient systems for beverage alcohol distribution and sales.
Why Our System Was Developed?

Experiences with alcohol marketplace problems:

- Poorly regulated market before Prohibition.
- Completely illegal market during Prohibition.

Toward Liquor Control

Established the blueprint for state regulation including two options: control system or license system.
But all jurisdictions control and regulate beverage alcohol
Motivating Factors:

• Protect public health and safety
• Ensure efficient tax/revenue collections
• Eliminate unfair or illegal marketing policies
• Balance interests
What Does Alcohol Regulation/Control Look Like?

PRODUCT

PRICE

PROMOTION

PLACE
What alcohol regulatory environment changes are occurring?

- Decreased resources for alcohol regulation and enforcement
- New and expanding alcohol outlet types and models
- Licensing changes
- Erosion of three tier system
- Product safety concerns
- Privatization of control systems
- Marketing and promotion
What are underlying factors to alcohol regulation change?
Big Box, Grocery, Superstore & Chain Influence

Kroger

Walmart

Total Wine & More

Costco Wholesale

Trader Joe's
Local and “Craft” Products
Alco-tourism
Consumer Convenience Focus
Dissatisfaction With Government
Anti-Government Sentiment
Alcohol Abuse Apathy
Alcohol Environment Impacts

“Regulators, alcohol industry, and public health often agree on the following...”

- Complex market that is losing the “referees”.
- Pressure on alcohol industry players to compete aggressively, can include price and promotion.
- Treats alcohol like any other consumer product.
- Decreased consumer safety.
- Losing the balance of responsibly providing an age restricted psychoactive addictive substance while protecting the health and safety of all citizens.
Thank you.

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