

To: Senate Economic Development, Housing, & General Affairs Committee
From: Wendy Knight
Date: April 27, 2022
Re: Division of Liquor Control, Education and Compliance Work

As the Committee considers H. 730, I think it might be helpful to provide some background on the Department's education and compliance work. The Department's Office of Compliance and Enforcement regularly conducts compliance checks of businesses across Vermont that are licensed to sell beverage alcohol to ensure that minors are not purchasing alcohol beverages. These businesses include restaurants, grocery, and convenience stores, 802 Spirits liquor stores, neighborhood markets and general stores, tasting rooms, breweries, distilleries, and wineries. Compliance checks are proven tools to reduce the sale of alcohol to minors.

OCE Investigators conduct compliance checks assisted by employed minors, who range from 17 to 20 years old. They must present their true identification if asked by a clerk. They are instructed to provide only truthful information and are not allowed to disguise themselves to look older. The program is designed to make it as easy as logically possible for our trained sellers and servers to detect a minor and refuse the sale. The program is designed to be responsive to the needs of the issues surrounding youth access to beverage alcohol in Vermont.

Below is data related to attempted purchase categories for *passing* compliance checks:

Row Labels	Count of What did the Minor Attempt to Purchase:
Malt	1485
Malt Product	1129
Spiritous	78
Spiritous Product	103
Vinous	85
Vinous Product	61
Grand Total	2941

Below is data related to a *failed* compliance check, identifying what was purchased by the employed minor. You can see that malt, and malt-based RTDs, are the highest categories of product being sold to minors.

Row Labels	Count of Type of Product Purchased?
#9	1
1 25 ounce bud light	1
1 bud bottle	1
1 Bud Light	1
12 ounce bottles Bud Light	1

Board of Liquor and Lottery:

Martin Manahan, Chair; Megan Cicio, Edward Flanagan, Sam Guy, Thom Lauzon – Members

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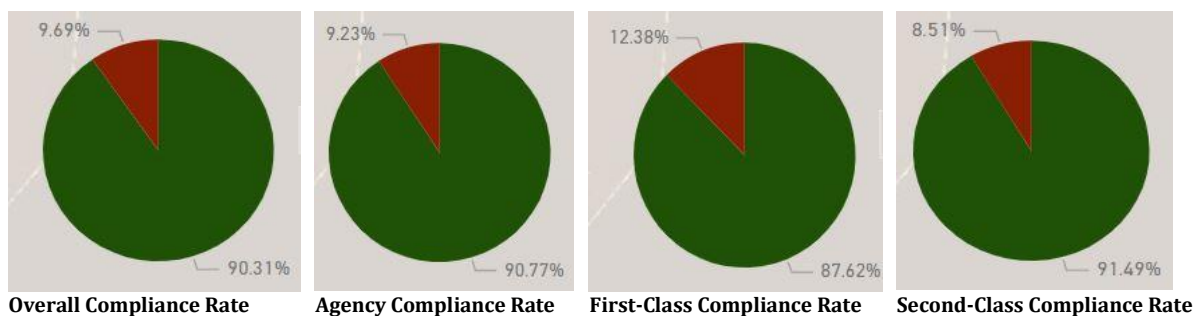
12 ounce Bud Light is	1
12 oz malt beverage	1
14.9 oz of Guinness Stout	1
16 oz PBR	1
16oz bud light draft	1
24 oz bud light	1
24 oz can Mikes Hard Lemonade	1
24 oz twisted tea	3
25 fluid ounces	1
25 ounce Bud Light	2
25 ounce can of Bud light	1
25 oz can of Bud Light Ice	1
25 oz Natural Ice	1
25 oz of Twisted tea	1
6 pack of long trail	1
Apple Brandy	1
Beer - switchback	1
Beer - Von Trapp	1
Beer alagash white	1
Beer -colors light	1
Beer natural light	1
Beer PBR	1
Beer simple roots American dream	1
Beer stella	1
Bid light	1
Big Bang	1
Black velvet	1
Bottle of Apple Maple Wine	1
Bottle of bud light	4
Bottle of Bud Lite	1
Bottle of Budlight	1
Bottle of Pinot noir	1
Bud Ice	5
Bud Light	28
Bud light 25 oz	1
Bud Light 25 oz can	2
Bud light 25oz can	1
Bud light beer	3
Bud light bottle	1
Bud Light bottles	1
Bud Light Ice	1
Bud Lite	7
Budlight	1
Bud light	2
Budweiser	6
Budweiser Beer	2
Budweiser bottle	2

Budweiser bottles	1
Burnett??s raspberry	1
Busch Ice	1
Can of bud light	1
Can of Twisted Tea	3
Citizen Cider	5
Citizen Cider/ dirty mayor	1
Citra Pills Switchback	1
Colors light	1
Conehead IPA	1
Coors Light	1
Copes Light	1
Corona	4
Coteaux Wine	1
Dark and Stormy	1
Dog fish head	1
Draft beer	7
Draft beer (switchback)	1
Even more Jesus stout	1
Fiddlehead	1
Fireball	1
Fireball Whiskey	1
Five O'clock	1
Five O'clock Vodka	1
Founders all day IPA	1
Four pack of Harpoon beer	1
Frost Junior IPA	1
Guinness	1
Hard seltzer	1
Harpoon Flannel Friday	1
Hunter whiskey	1
Jack Frost	1
Lab at Blue light beer	1
Labatt ice	1
Labatte Blue	1
Labatt's blue	1
Lemon drop	1
Liquor - triple sec	1
Liquor Fireball	1
Long Trail	1
Madonna double IPA	1
Malt	11
Malt Allagash	1
Malt Allagash hoppy table beer	1
Malt beverage. Milwaukee Best	1
Malt bud light	1
Malt Corona	1

Malt natty daddy	1
Malt PBR	1
Malt Switchback	1
Malt twisted tea	4
Malt-twisted tea	1
Mango Margarita	1
Margarita	1
May flower porter	1
Michelob light	1
Michelob Ultra	1
Mikes??s Hard Black Cherry Limeade	1
Mikes Harder Cherry Lime	1
Mikes harder mango	1
Miller Light	1
Miller Lite	1
Milwaukee best	1
Milwaukee Best malt beverage	1
Milwaukee??s best Ice	1
Narragansett Beer	1
Natty Daddy	5
Natural light	1
Natural light 6 pack	1
Natural Lite	1
Old Milwaukee	1
One 12 ounce bottle of switch back	1
One small bottle Frontera	1
Pabst blue ribbon	3
PBR	1
Rita's Straw Ber Rita sparkling Margarita	1
Run Punch	1
Samuel Smiths' organic chocolate stout	1
Single can of Bud Lite beer	1
Single can of Lost Nation beer	1
Single can of Twisted Tea malt beverage	1
Single cigar	2
Skol Vodka	1
Smirnoff Raspberry	3
Smirnoff Raspberry nip	1
Smirnoff Vodka	1
Smugglers notch Vodka	1
Spiked Seltz	1
Swisher Sweets 2 pack	1
Switchback	2
Switchback Ale	1
Switchback Beer	3

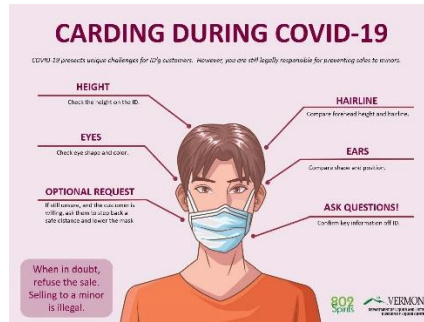
Switchback Draft	1
Taste of spirit	1
Truly hard seltzer	1
Twisted Tea	29
Twisted Tea 24 oz	1
Twisted Tea 24 oz	1
Twisted Tea Half & Half	1
Twisted Tea Original	1
Twisted Tea Peach	2
Twisted tea -raspberry	1
vodka	1
Vodka - skol	1
Vodka & Cranberry	1
White claw	1
White Claw Spiked Seltzer	2
White wine	1
Wine	11
Zero gravity pint	1
Grand Total	302

If H. 730 were to pass, the Department would prioritize RTDs spirits-based products-- newly for sale at grocery and convenience stores-- to gauge compliance in the new market. **Based on our 5-year compliance data, we have no reason to conclude that moving RTDs to the private sector distribution would increase minor access to alcohol.** The chart below shows that 2nd class licensees (grocery stores, convenience stores and gas stations) have the highest compliance rate (91.49%) of not selling alcohol to minors, compared to 90.77% at our 802 Spirits agency stores.



The best way to ensure that minors don't have access to alcohol beverages is to I.D. them, and then not serve or sell. Our compliance rate when a clerk asks for an I.D. is 94.33% regardless of the retail setting. The compliance rate drops significantly when sellers and servers fail to properly I.D. individuals, with a staggering compliance of only 19% when the I.D. is not asked for.

Our Office of Education develops courses, eLearning modules, posters, videos, infographics, and other tools to assist licensees with proper carding techniques including a Carding During Covid infographic that received recognition from the National Alcohol Beverage Control Association and has been used by many other states and organizations.



As project our strategic goals, the Department is launching a JUST ASK FOR I.D. campaign that will emphasize the importance of asking for I.D. when serving or selling alcohol beverages.

Education is a vital part of the mission of the Department. Our Education team brings training and seminars to businesspersons, employees, bartenders, store owners, and anyone else who needs to know how to ensure alcohol is consumed in safe and legal ways.

The Department also regularly collaborates with the Department of Health, prevention coalitions and other organizations throughout the state to reinforce messaging around prevention of youth access to alcohol and alcohol use disorders including the recent implementation of an online Youth Alcohol Education quiz.