



BLURRED LINES IN THE AGE OF ALCOHOL INNOVATION

2022 ANNUAL CONFERENCE – OVERLAND PARK, KANSAS

JUNE 19 – 22, 2022

From the esteemed 2022 Program Planning Committee, here's a special preview of one of the sessions featured in the upcoming 2022 NCSLA Annual Conference Program:

**SESSION #1: THE AGE OF CONFLATION AND THE COLLAPSE OF THREE TIER:
MANUFACTURERS BECOMING RETAILERS; RETAILERS BECOMING MANUFACTURERS.
WHERE DOES IT END?**

Over the years, we've seen manufacturer privileges expand from simply producing alcohol beverages to engaging in more traditional retail activities, such as direct to consumer sales. The wine industry has been very successful in this respect. The beer and distilled spirits industries are pushing for similar privileges. Similarly, retailers are, in many instances, now allowed to engage in activities that were traditionally reserved for manufacturers. For example, with many states making cocktails to go a permanent privilege for bars and restaurants, some retailers are starting to engage in activities previously limited to manufacturers.

Yet manufacturers are often not subject to the same rules or restrictions applicable to retailers and retailers are not subject to the same rules or restrictions applicable to manufacturers. Why is it that a manufacturer that produces a pre-mixed cocktail has to comply with the myriad state and federal formula and labeling requirements, but a retailer that produces its own "signature cocktail" and sells it "to go" does not? How do we draw a distinction between manufacturers and retailers when privileges are similar? Is there any rational public policy justification for regulating them differently when they are authorized to engage in the same or similar activities? Is this conflation of privileges the start (or continuation) of the collapse of the traditional three tier system? Where do we go from here?

Join moderator **Carrie Bonnington**, Partner and Leader of the Wine, Beer & Spirits Law practice at Pillsbury, and the following panelists on Monday morning as they discuss these industry trends.

- **Rob Pinson**, Partner, Waller Law, Tennessee
- **Kelly Routh**, Policy, Rules, and Public Records Advisor, Oregon Liquor and Cannabis Commission
- **Tom Wark**, Executive Director, National Association of Wine Retailers

REGISTRATION IS NOW OPEN AT [2022 NCSLA ANNUAL CONFERENCE - OVERLAND PARK, KANSAS](#).

Register today before the fees increase on May 20th and enjoy this session and the many other informative panels that are planned for the [2022 NCSLA Annual Conference Business Agenda](#). Also, the Sheraton Hotel room block is filling up so [make your reservation online or by phone](#) before Tuesday, May 31, to get the group rate.

On behalf of our dedicated team of state and associate members who have supported the program planning for this annual conference, we welcome you to register today and make plans to reconnect with our members from across the country this summer. We look forward to seeing you in Kansas in June!

THOMAS PHILPOT

NCSLA PRESIDENT, 2021-22
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