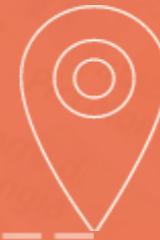


NATIONAL PREVENTION NETWORK
TUESDAY, AUGUST 24, 2021 | 2:00 – 3:15 PM ET
Virtual

Alcohol Home Delivery



Regulatory and Enforcement Implications

Cassandra Tourre | *Director of Public Policy, NABCA*

Carrie Christofes | *Executive Director, NLLEA*

Sean J. Haley | *Assistant Professor, CUNY & APHA, AAN*



NABCA

NATIONAL ALCOHOL BEVERAGE
CONTROL ASSOCIATION

- **Established in 1938**
- **Represent "Control System" jurisdictions with direct role in sale cycle (wholesale and/or retail)**
- **Not an advocacy or lobbying organization**
- **Not a beverage alcohol industry organization**
- **Repository of credible information related to beverage alcohol**





PILLARS OF ALCOHOL REGULATION

Protect public health & safety

Ensure efficient tax/revenue collections

Eliminate unfair or illegal marketing practices

Balance interests

All Jurisdictions Achieve Objectives by:

License everyone who sells alcohol

Enforce laws to reduce underage and excessive drinking

Regulate days/hours of sale, location of premises, and density of outlets

Require products to flow through a 3-tier system



PRODUCER/
MANUFACTURERS



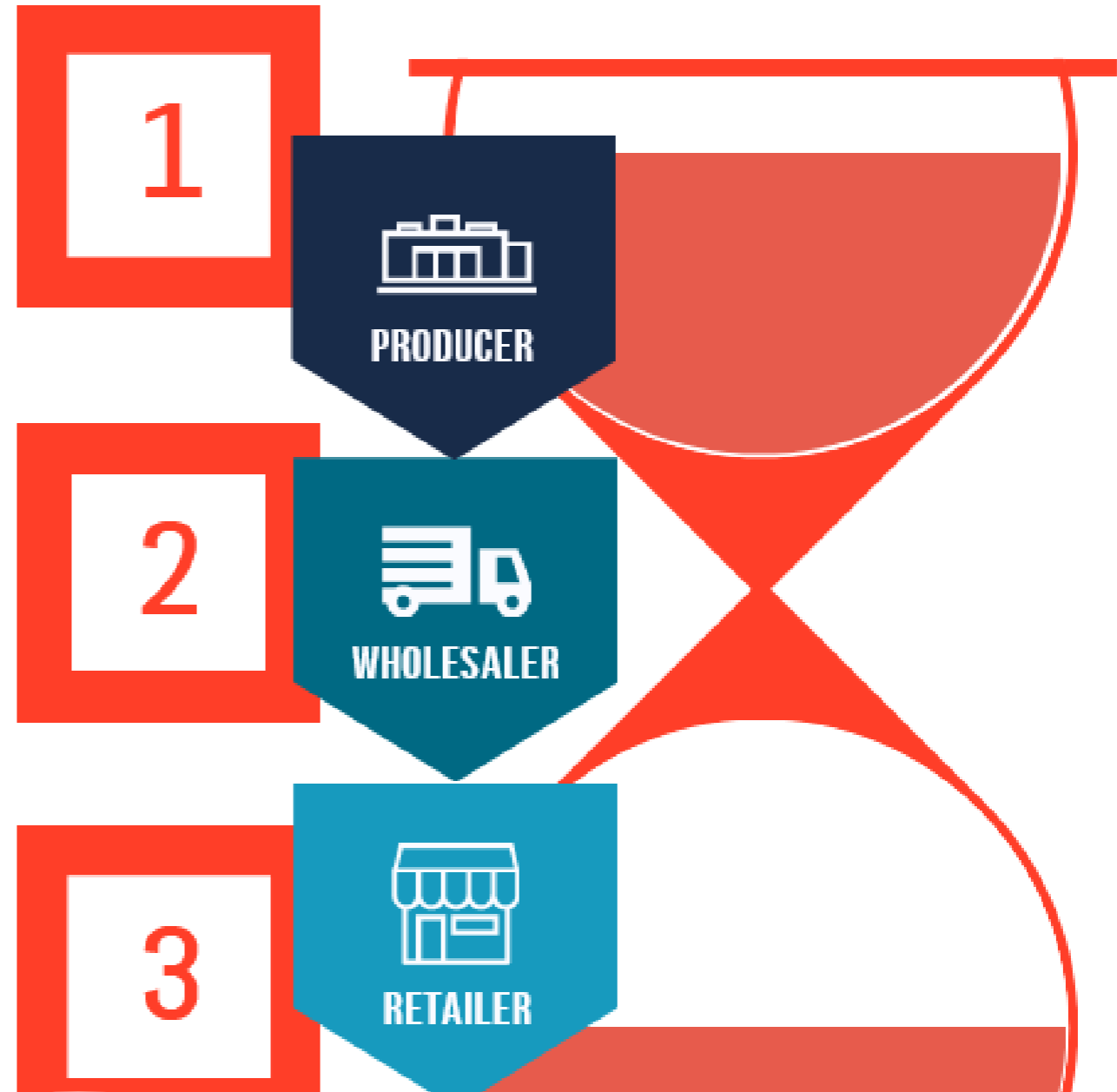
DISTRIBUTORS/
WHOLESALEERS



RETAILERS

The three-tier system is the bedrock to the U.S. alcohol regulatory structure.

- *Ensures tax collection*
- *Assists in tracking tainted alcohol*
- *Prevents vertical integration*





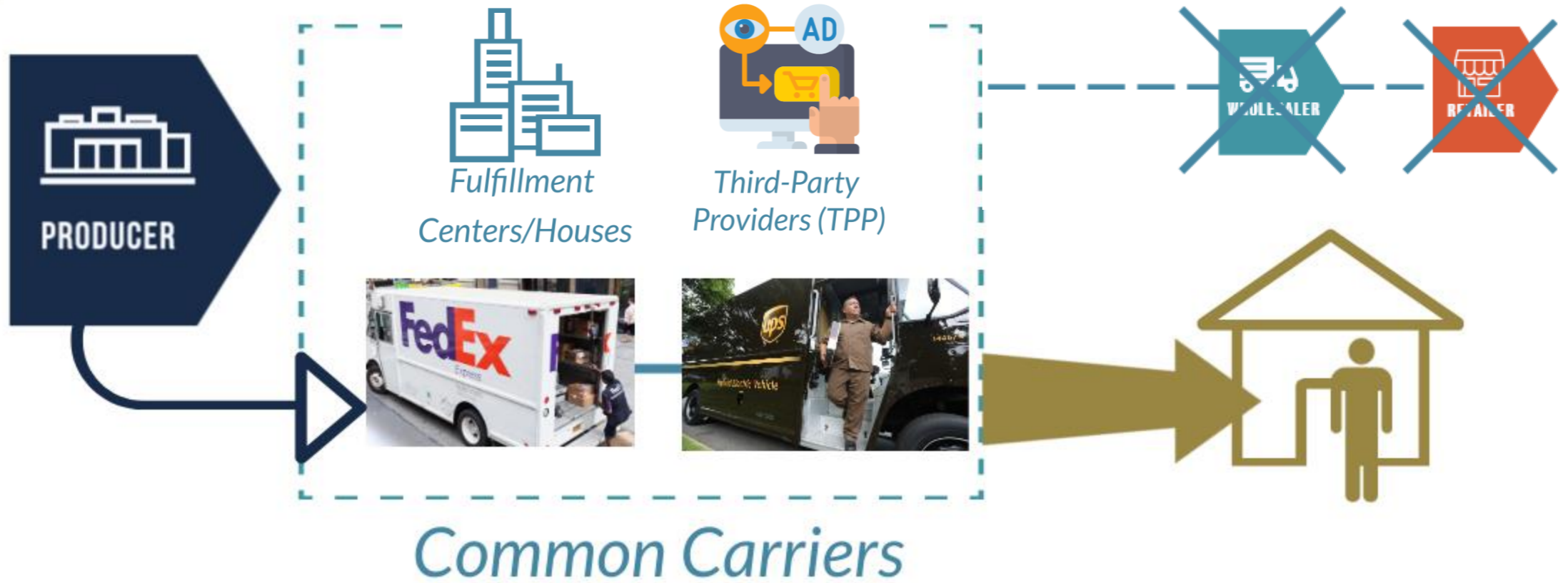
Home Delivery



** Direct Shipment * Fulfillment Houses * Third-Party Providers * Retailer Employee Delivery * Third-Party Delivery Services*

The Basics

Direct Shipping





Alcohol Home Delivery

Regulatory Levers to Protect Public

Direct Shipment



Licensing

Licensing of direct shippers (in-state or out of state), fulfillment centers, common carriers



Product Limits

Limiting quantities and types of beverage categories allowed to ship



Auditing

Mandating audits of shipments by alcohol regulatory authority



Reporting & Tracking

Reporting requirements for common carriers to track product through supply chain or requiring product to ship to local, licensed retailer



Training

Training requirements for common carrier drivers



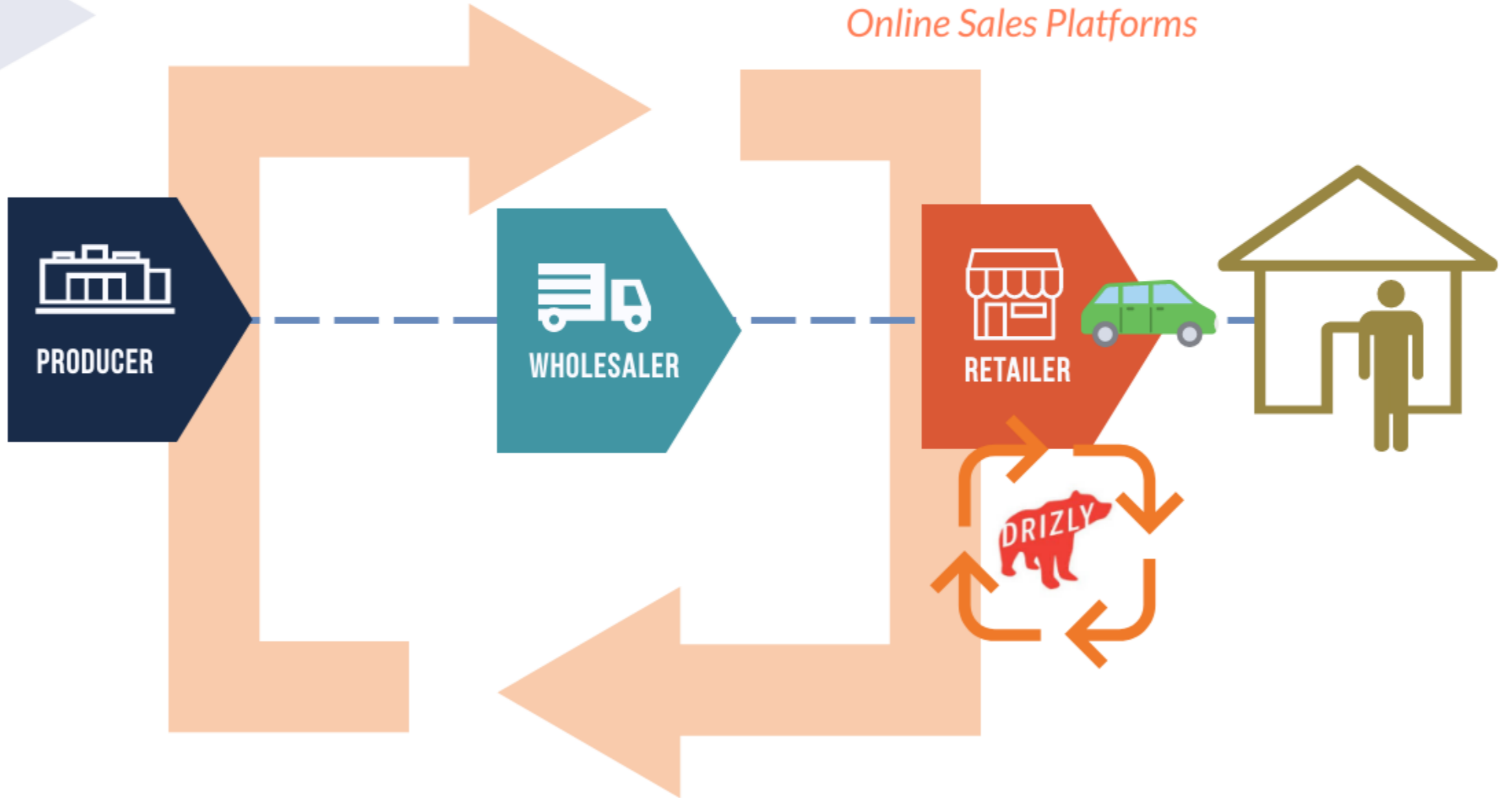
Resources

Allocating resources for compliance monitoring of laws, rules and regulations

The Basics

Home Delivery

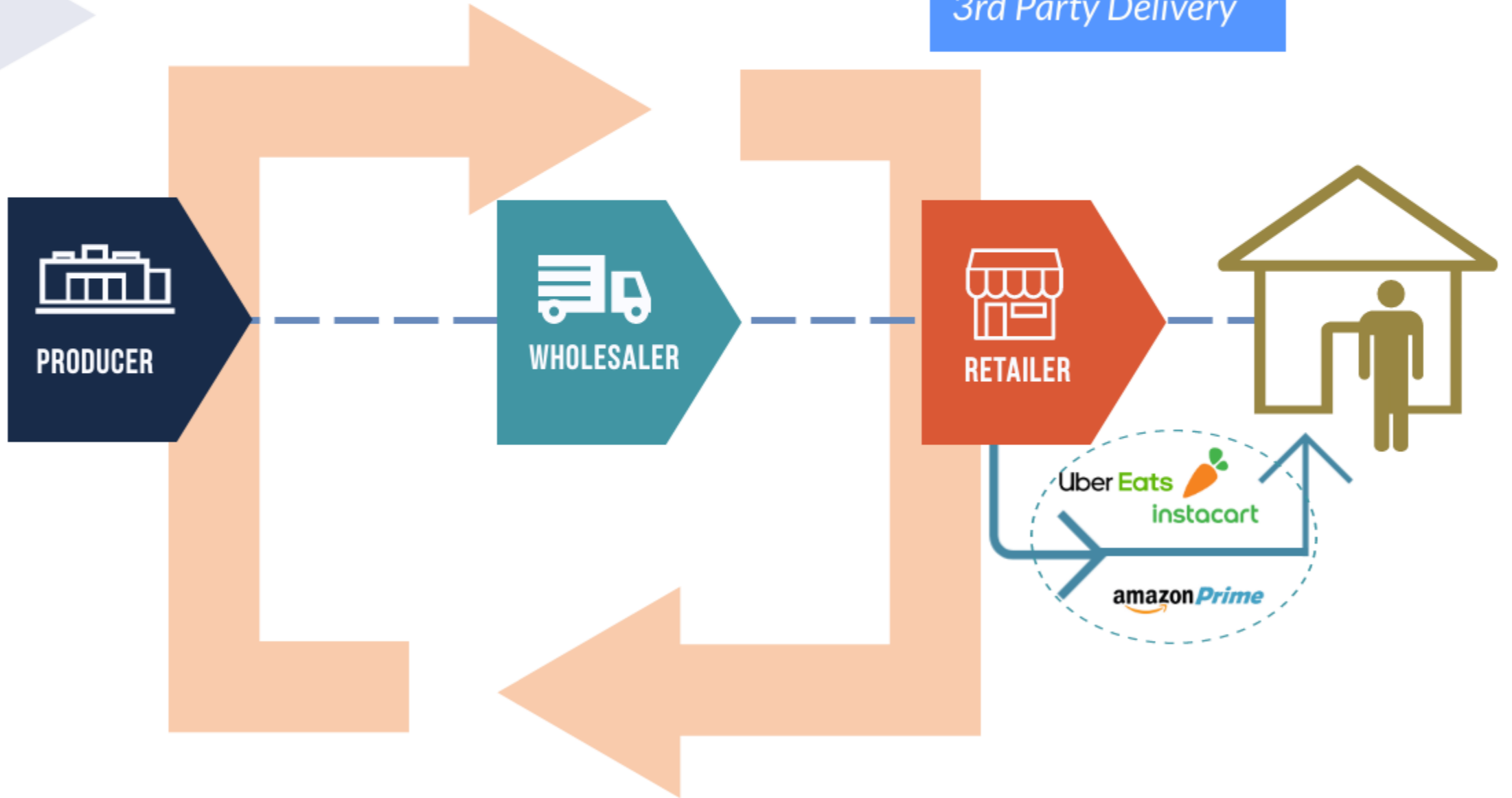
Online Sales Platforms



The Basics

Home Delivery

3rd Party Delivery





Alcohol Home Delivery

Regulatory Levers to Protect Public

Retail and 3rd Party Delivery

- ✓ Licensing of 3rd party delivery vendors, drivers and/or retailers
- ✓ Limiting product quantity and types of beverage categories allowed
- ✓ Instituting proximity restrictions to licensed retail outlet
- ✓ Requiring food purchase for alcohol deliveries
- ✓ Requiring responsible beverage service training on carding practices for delivery drivers
- ✓ Requiring background checks of drivers to match the requirements of retail employees
- ✓ Encouraging 3rd party delivery vendors provide incentives for returning product if ordered by minor
- ✓ Providing liability for businesses and individuals in supply chain
- ✓ Allocating resources for compliance monitoring efforts

Thank You!

Cassandra Tourre

Director of Public Policy, NABCA

Email: cassandra.tourre@nabca.org

RESOURCES

COVID-19 Resource Page

<https://www.nabca.org/covid-19-resources>

The Collection: An Alcohol Research Summary

<https://www.nabca.org/collection-alcohol-research-summary>

Daily News Update

communications@naba.org

