



Liquor Control Licensing and Enforcement:
Compliance, New Product Trends, and Prevention Impact

Agenda

1. Licensing

The role of municipalities in the regulation and approval of liquor permits

2. Minor Checks

Process for conducting compliance checks and potential penalties

3. Industry Trends

The alcohol beverage industry constantly pushes the envelope with products and advertising

Introduction

Liquor Control's Mission



Disclaimer

This information is presented to help attendees understand laws and regulations that DCP administers surrounding alcohol regulation.

It is not intended to establish any new, or change any existing definitions, interpretations, standards, or procedures, nor is it intended to provide binding guidance or legal advice.

Any comments and opinions belong to the presenter.

Liquor Control Division

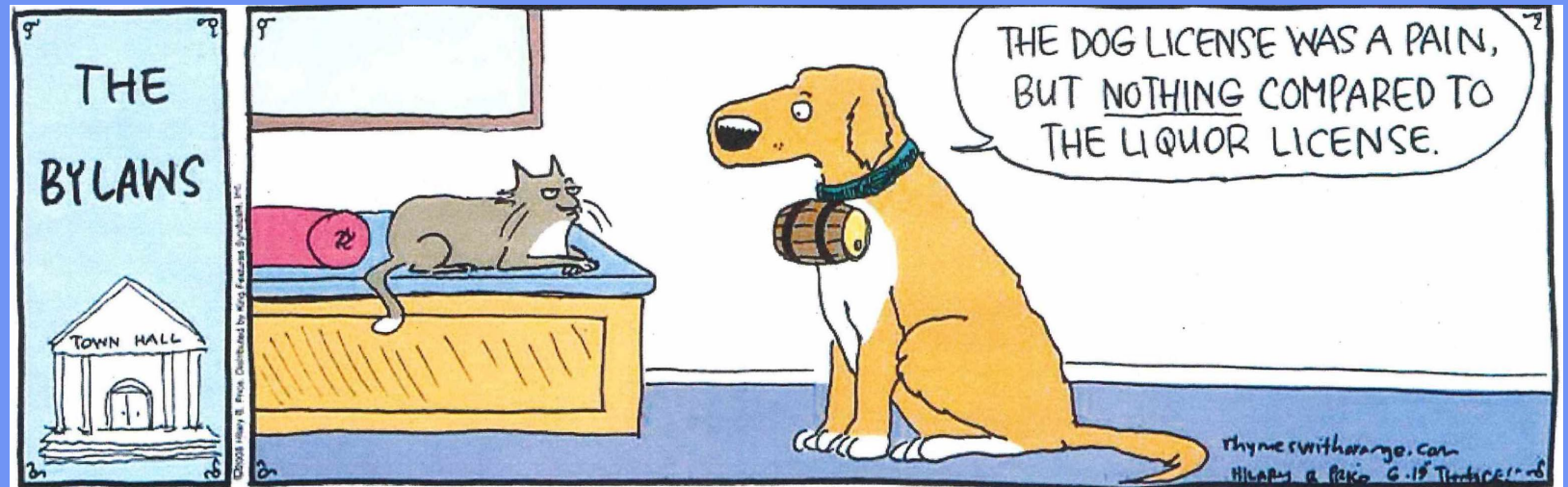
Our Mission

We strive to safeguard public health and safety by:

1. Licensing all entities involved in distributing, selling, and dispensing alcoholic liquor in our three-tier system
 - Manufacturers (from CT and other states/countries)
 - Wholesalers
 - On-premise businesses (bars, restaurants) and off-premise business (package stores, grocery stores)
2. Preventing sales to minors and intoxicated persons
3. Maintaining alcohol product integrity
4. Ensuring that licensed premises are safe and sanitary

Licensing

The role of municipalities





Instructions: Complete parts A and B and then bring the application to the town offices for the signatures. Then scan the completed and signed document and have that image available on the device you are using to complete the online application.

Licensing

Municipal Sign-Offs

LIQUOR PERMIT APPLICATION: LOCAL OFFICIAL APPROVAL ADDENDUM

Department of Consumer Protection, 450 Columbus Blvd., Suite 801, Hartford, CT 06103

Section A: PERMIT SELECTION (Select one):

- | | | | |
|---|---|--|---|
| <input type="checkbox"/> Cafe (LCA) | <input type="checkbox"/> Connecticut Craft Cafe (LCR) | <input type="checkbox"/> Nonprofit Public Museum (LPA) | <input type="checkbox"/> Restaurant (LIR) |
| <input type="checkbox"/> Casino (LCN) | <input type="checkbox"/> Hotel (LIH) | <input type="checkbox"/> Nonprofit Theater (LTH) | <input type="checkbox"/> Restaurant Caterer (LRC) |
| <input type="checkbox"/> Club (LIC) | <input type="checkbox"/> Military (LMJ) | <input type="checkbox"/> Outdoor Open Air (LSE) | <input type="checkbox"/> Restaurant Wine & Beer (LRW) |
| <input type="checkbox"/> Coliseum (LCM) | <input type="checkbox"/> Nonprofit Club (LPC) | <input type="checkbox"/> Resort (LIC) | <input type="checkbox"/> Tobacco Bar (LCA) |

Section B: BUSINESS INFORMATION

2. Backer Name:			
3. Trade Name (DBA Name)			
4. Business Address		City	State
			Zip Code
5. Business Telephone Number	6. Business Fax Number	7. Business Email Address	
8. Type of Live Entertainment: <input type="checkbox"/> YES <input type="checkbox"/> NO (If yes, please check (✓) all that apply below)			
<input type="checkbox"/> Acoustics - (Not Amplified)	<input type="checkbox"/> Concerts	<input type="checkbox"/> Live Bands	<input type="checkbox"/> Comedians
<input type="checkbox"/> Sporting Event(s)	<input type="checkbox"/> Karaoke	<input type="checkbox"/> Plays/Shows	<input type="checkbox"/> Magicians
			<input type="checkbox"/> Exotic Dancers
			<input type="checkbox"/> Disc Jockeys
9. <input type="checkbox"/> PATION/EXTENSION OF USE (Outdoor Service)		10. ACB (Additional Consumer Bar) # of ACB's: _____ (FEE: \$190.00 each)	

Section C: APPROVAL/CERTIFICATION OF LOCAL OFFICIALS

11. Zoning Authority Approval: I certify that I am familiar with the zoning ordinances and bylaws of the city/town identified in this application and they do not prohibit the sale of alcoholic beverages under the type of liquor permit/establishment identified in this application and/or the entertainment in # 8.	
Signature of Zoning Official X _____	Print Name _____
Title of Official _____	Date ____/____/____
12. Certification of Town Clerk: The town in which the business identified in this application is to be operated, has no ordinance restricting the hours of sale of alcoholic liquors beyond those set forth in State law except as indicated in the box below. (If none, please enter "NONE")	
Additional Restrictions: _____	
Signature of Town Clerk X _____	Date ____/____/____
13. Fire Marshal's Approval: I certify that the premises identified in this application and on the sketch of this application is physically constructed in a manner that is safe for the type of business that will be operated there.	
Signature of Fire Marshal X _____	Print Name _____
Title of Official _____	Date ____/____/____
14. Local Health Approval: (For patios only; needed if premise has an outdoor patio) I certify that the patio at the premises identified in this application and on the sketch of this application meets local health approval.	
Signature of Health Official X _____	Print Name _____
Title of Official _____	Date ____/____/____

- Process begins at town level
- Municipal signatures required
- Defer to local zoning ordinances
- Items controlled locally:
 - Patios
 - Hours*
 - Entertainment
 - Type of license allowed
 - Distance restrictions
 - Parking



NOTE- Remonstrances can be filed every year at least 21 days before renewal

- No placards for renewal
- Tend to be more successful than remonstrances at application

Placard provides information on:

- Permit type
- Applicant
- Entertainment
- Remonstrance date

State of Connecticut ♦ Department of Consumer Protection
**LIQUOR PERMIT REQUESTED FOR
THESE PREMISES**

Posting Date: 02/13/2024
Type of Permit: RESTAURANT LIQUOR
Permittee: JAMI COLOMBINO
Backer-Owner: Matteo Group LLC
Entertainment, If Any: No Live Entertainment

Objections must be received to DCP – Liquor Control Division by:
03-26-2024

Visit: <https://portal.ct.gov/remonstrance> for more information

Licensing

Remonstrance Process

- A signed petition objecting to the suitability of the location or the person
- Requires 10 signatures from residents of town over age 18
- Requires a hearing before Liquor Control Commission
- Placard provides date

- Website:

<https://portal.ct.gov/DCP/Liquor-Control-Division/Remonstrances>

NOTE- Remonstrances can be filed every year at least 21 days before renewal

- No placards for renewal
- Tend to be more successful than remonstrances at application

Licensing

THC Endorsement

THC Endorsement for infused beverages available as of July 1, 2024

- Package stores only
- At initial application or any time thereafter
- 3mg or less per 12 ounce can
- Warning labels/QR code
- After October 1, 2024:
 - Endorsement ONLY
 - Waiver irrelevant
- 448 endorsements (3/26/25)



Licensing

Real-time data publicly available

Visit our homepage: www.ct.gov/dcp/liquorcontrol

1. Number of package stores available per town
2. Verify a permit (include what is provisional)
3. Run rosters of full reports



1. Link off our main webpage to number of package stores

Town	Max-Stores-Allowed	Stores-Available
ANDOVER	1	None Available
ANSONIA	7	None Available
ASHFORD	1	None Available
AVON	7	None Available
BARKHAMSTED	1	None Available
BEACON FALLS	2	None Available
BERLIN	8	1
BETHANY	2	1
BETHEL	8	2
BETHLEHEM	1	None Available
BLOOMFIELD	8	None Available
BOLTON	1	None Available
BOZRAH	1	None Available
BRANFORD	11	None Available
BRIDGEPORT	59	15
BRIDGEWATER	0	None Available
BRISTOL	24	None Available
BROOKFIELD	7	None Available
BROOKLYN	3	None Available
BURLINGTON	3	None Available

< Previous Next > Showing towns 1 to 100 out of 170

Licensing

Real-time data publicly available

Applications & Forms

→ Verify a Permit

Brand Registration

Cancel My Permit

Change my DBA - Trade Name

Check the Status of your Liquor Permit Application

2. Link off our main webpage to check status of a permit

Search Criteria

All data within License Lookup is maintained by the State of Connecticut, updated instantly, and considered a primary source of verification.

License Type:

License Number:

Business Name / DBA / Nickname:

First Name:

Address:

City:

Country:

License Status:

Last Name:

State:

Zip:

	Name	Credential	Credential Description	Status	Status Reason	City	DBA
Detail	1129 E PUTNAM GROCERY LLC	LGB.0015531	Department of Consumer Protection	ACTIVE	CURRENT	RIVERSIDE	1129 E PUTNAM GROCERY
Detail	1133 STRATFORD AVENUE, LLC	LGB.0015742	Department of Consumer Protection	ACTIVE	CURRENT	BRIDGEPORT	VINNY'S MARKET
Detail	115 DANBURY RD GROCERY LLC	LGB.0015604	Department of Consumer Protection	ACTIVE	CURRENT	RIDGEFIELD	115 DANBURY RD GROCERY
Detail	3 HERMANOS II LLC	LGB.0015112	Department of Consumer Protection	ACTIVE	CURRENT	STAMFORD	3 HERMANOS MARKET
Detail	303 NEWTOWN AVE LLC	LGB.0015651	Department of Consumer Protection	ACTIVE	CURRENT	NORWALK	COUNTRY CONVENIENCE
Detail	311 SAYBROOK ROAD, LLC	LGB.0015682	Department of Consumer Protection	ACTIVE	CURRENT	HIGGANUM	HIGGANUM VILLAGE MARKET
Detail	3JS LLC	LGB.0015860.P-CW	Department of Consumer Protection	ACTIVE	CURRENT	Bridgeport	3 J'S DELI
Detail	406 W. MAIN STREET GROCERY, LLC	LGB.0015522	Department of Consumer Protection	ACTIVE	CURRENT	STAMFORD	406 W. MAIN STREET GROCERY
Detail	7 ELEVEN INC & MOHAMMAD A WASEEM	LGB.0013747	Department of Consumer Protection	ACTIVE	CURRENT	NEWINGTON	7 ELEVEN STORE
Detail	7-ELEVEN INC & EMMANUEL DATTA	LGB.0013529	Department of Consumer Protection	ACTIVE	CURRENT	VERNON	7-ELEVEN FOOD STORE #15123A
Detail	7-ELEVEN INC & EMMANUEL DATTA	LGB.0013793	Department of Consumer Protection	ACTIVE	CURRENT	MANCHESTER	7-ELEVEN
Detail	704 MEAT CENTER INC	LGB.0012140	Department of Consumer Protection	ACTIVE	CURRENT	HARTFORD	LA PLAZA DEL MERCADO

The "P" after a credential means provisional

Licensing

Real-time data publicly available

LICENSE LOOKUP: Search for License, Permit, Certification, or Registration

Search Criteria

All data within License Lookup is maintained by the State of Connecticut, updated instantly, and considered a primary source of verification.

License Type: Acupuncturist
ADULT-USE CANNABIS BACKER
ADULT-USE CANNABIS CULTIVATOR
ADULT-USE CANNABIS DELIVERY SERVICE

License Number: License Status:

Business Name / DBA / Nickname:

First Name: Last Name:

Address: State:

City: Zip:

Country:

More Online Services

Activities

[Initial Application](#)
[File a Complaint/Claim](#)

License Lookup & Download

[Lookup a License](#)
[Generate Roster\(s\)](#)
[Public Reports](#)



Liquor - Retail Outlets (On Premise and Off Premise permits)

- Beer Manufactures and Craft Cafes (No Fee Required) ?
- Cafe Liquor Permits (No Fee Required) ?
- Caterer (No Fee Required) ?
- Connecticut Farm Winery and Manufacturers of Cider Mead and Wine (No Fee Required) ?
- Grocery Beer Permits (No Fee Required) ?
- Off Premise Liquor Establishments (No Fee Required) ?
- On Premise Liquor Establishments (No Fee Required) ?
- Package Stores (No Fee Required) ?
- Package Stores: Number Allowed By Town And Current Count (Active and Requested) (No Fee Required) ?
- Package Stores: THC Endorsement and Waivers (No Fee Required) ?
- Restaurant Liquor Permits (No Fee Required) ?

3. From same search page, scroll down to run a roster

	Tax Town (Max Allowed Package Stores)	FIRST NAME	LAST NAME	STORE NAME	STORE ADDRESS	CITY	PERMIT NUMBER	STATUS	EFFECTIVE DAT	EXPIRATION
2	ANDOVER (1)	TUSHAR	SHAH	WHISKEY & WINE WORLD	144 ROUTE 6	ANDOVER	LIP.0015779	ACTIVE	5/27/2023	5/26/20
3	ANSONIA (7)	DEVANG	CHAUHAN	ANSONIA WINE & LIQUOR	100 DIVISION ST	ANSONIA	LIP.0014176	ACTIVE	7/26/2023	7/25/20
4	ANSONIA (7)	GAGANDEEP	SACHDEVA	QUICK STOP LIQUORS	47 PERSHING DR	ANSONIA	LIP.0015251	ACTIVE	11/30/2023	11/29/20
5	ANSONIA (7)	GAGANDEEP	SACHDEVA	RIVERSIDE PACKAGE	27 MAPLE ST UNIT #19	ANSONIA	LIP.0016079	ACTIVE	10/24/2023	10/23/20
6	ANSONIA (7)	HARSHADBHAI	PATEL	NORTH MAIN PACKAGE STORE	141 N MAIN ST	ANSONIA	LIP.0013735	ACTIVE	6/3/2023	6/2/20
7	ANSONIA (7)	HITESHKUMAR	PATEL	VALLEY DISCOUNT	555 MAIN ST	ANSONIA	LIP.0012581	ACTIVE	6/28/2023	6/27/20
8	ANSONIA (7)	RAJESHKUMAR	PATEL	PARTY TIME	150 WAKELEE AVE	ANSONIA	LIP.0013798	ACTIVE	3/8/2023	3/7/20
9	ANSONIA (7)	TYRONDA	SINGLETON	WALDI'S DISCOUNT LIQUORS	340 Main Street	Ansonia	LIP.0015789	ACTIVE	3/30/2024	3/29/20
10	ASHFORD (1)	KATHLEEN	THALLER	ASHFORD SPIRIT SHOPPE	215 POMPEY HOLLOW RD	ASHFORD	LIP.0013859	ACTIVE	5/12/2023	5/11/20
11	ASHFORD (1)	VIKAS	PATEL	ROUTE 44 BEER WINE AND SPIRITS	5 NORTH RD	ASHFORD	LIP.0016149	ACTIVE	8/2/2023	8/1/20
12	AVON (7)	ANDREW	SCHWAB	AVON SUPER CELLAR WINE & SPIRITS	332 W MAIN ST	AVON	LIP.0015537	ACTIVE	8/28/2023	8/27/20
13	AVON (7)	GAURAV	BISHNOI	LIQUOR OX	55 CLIMAX RD	AVON	LIP.0016192	PENDING		
14	AVON (7)	GAUTAMKUMAR	PATEL	CHEERS 2U WINE & SPIRITS	427 W AVON RD	AVON	LIP.0014847	ACTIVE	6/24/2023	6/23/20
15	AVON (7)	HITESHKUMAR	PATEL	BOTTLE STOP WINE & SPIRITS	260 W MAIN ST	AVON	LIP.0015176	ACTIVE	12/17/2023	12/16/20
16	AVON (7)	MATTHEW	DEAN	M & R LIQUORS	214 W MAIN ST	AVON	LIP.0012013	ACTIVE	12/3/2023	12/2/20
17	AVON (7)	MEGAN	MIHAI	WINE BEER MART	70 E MAIN ST STE C	AVON	LIP.0016073	ACTIVE	11/1/2023	10/31/20

Minor Compliance Checks

How conducted and penalties



Minor Compliance Checks

Liquor Control Jurisdiction

- **Only** have jurisdiction over locations with an active liquor permit or where an application pending
- The sale of alcohol without a permit is **criminal**
- We do not regulate BYOB

Minor Compliance Checks

Enforcement Jurisdictions

Remember FOIA

Area 1 (Lower Half)

Supervising Agent Robert Willard

- Robert.Willard@ct.gov
- 860-305-5802

Area 2 (Upper Half)

Supervising Agent Kevin Mercado

- Kevin.Mercado@ct.gov
- 860-306-5495

General Inquiries/Complaints

- General inquiries and complaints:
 - DCP.LiquorControl@ct.gov
 - 860-713-6210
- <https://portal.ct.gov/DCP/Liquor-Control-Division/Liquor-Control-Complaints>

Submit By E-Mail: Submit a copy of the [Complaint Form](#) to dcp.liquorcontrol@ct.gov. Attach any photos, videos, or documents to the email.

Submit Online: Visit www.eLicense.ct.gov. Scroll to the bottom of the webpage to "More Online Services" and click "File a Complaint." You may choose to include your name and contact information, or to proceed anonymously. **This is the only way to submit a fully anonymous complaint.** Follow the prompts to fill out the required information and upload any pictures or documentation. Although you do not need an eLicense account to submit a complaint, you may log into your account if you have one or create an account before you begin if you'd like to save a copy of your complaint. For more information on how to submit an online complaint, please find instructions in this [announcement](#).

Submit By Mail: Send a copy of the [Complaint Form](#) and any supporting documentation to:

Department of Consumer Protection
Liquor Control Division
450 Columbus Blvd., Suite 901
Hartford, CT 06103

Minor Compliance Checks

How Conducted

Off-premise (package stores/grocery stores)

- Minor walks in unaccompanied
- Liquor Agent follows in shortly after
- Minor selects a product generally attractive to minors (single beer, package of White Claw, Budweiser)
- Minor brings product to register and attempts to purchase
 - Agent in position to observe sale
- Completes sale if able; turns alcohol over to Agent

On-Premise (bar, restaurant)

- Two minors take a seat at bar or table
- Liquor Agent follows shortly after and finds spot to watch/hear
- Minor attempts to order single beer
- If served, pays and leaves beer



Minor Compliance Checks

How Conducted



Rules

- Minor cannot lie about age
- Minor must show real ID if asked
- Minor cannot try to appear older or deceive server on age
 - Heavy makeup
 - Very full beards
 - Apparel with alcohol brands
 - Avoid detailed conversation
- Limited to alcohol products
 - No tobacco
 - No THC beverages

Minor Compliance Checks

Liquor Control Raids

We often find minors when we conduct raids

1. Agent goes in undercover to determine if any patrons appear young and if they are purchasing beverages, OR
2. General raid where we go in with police, block exits, turn on lights and start carding

We utilize this form to document the sale to minor when we have not visually seen the sale but find the minor



OFFICE USE ONLY: ON PREMISES OFF PREMISES 30-86(b) SALE TO MINOR 30-90 MINOR LOITERING

TRADE NAME: _____ PERMIT #: _____

DATE OF INCIDENT: _____ CASE #: _____

INTERVIEWING AGENT: _____ REPORTING AGENT: _____

NAME: _____

AGE: _____ DOB: _____ SCHOOL: _____

ADDRESS: _____ PHONE: _____

TYPE OF ID USED TO VERIFY THE ABOVE INFORMATION: _____

QUANTITY AND TYPE OF ALCOHOLIC BEVERAGE(S): _____

DID YOU PURCHASE/RECEIVE THE ALCOHOL FROM AN EMPLOYEE AT THIS PREMISE? YES: NO:

IF YES: DESCRIPTION OF EMPLOYEE: _____

IF NO: HOW DID YOU OBTAIN THE ALCOHOL? _____

WERE YOU ASKED FOR IDENTIFICATION? YES: NO: BY WHOM: _____

IF YES: WHAT DID YOU SHOW? _____ IS ID VALID, FAKE OR ALTERED? _____

WERE YOU EVER ASKED TO COMPLETE AN AGE STATEMENT FORM? YES: NO:

On-Premises Only

ARE YOU ON THE PREMISES WITH YOUR PARENT(S)/LEGAL GUARDIAN(S)? YES: NO:

I, _____, DO HEREBY SWEAR OR AFFIRM THAT I ANSWERED THE ABOVE QUESTIONS TRUTHFULLY AND TO THE BEST OF MY ABILITY.

MINOR'S SIGNATURE: _____ DATE: _____

SUBSCRIBED AND SWORN TO BEFORE ME PURSUANT TO THE AUTHORITY GRANTED IN SECTION (30-8) OF THE CONNECTICUT GENERAL STATUTES.

AGENT'S SIGNATURE: _____ DATE: _____ TIME: _____

WAS THE MINOR WITNESSED DRINKING? YES: NO: BY WHOM: _____

WHERE WAS THE MINOR FOUND: _____

WAS THE MINOR INTOXICATED? YES: NO: VERIFIED/WITNESSED BY: _____

POLICE ON SCENE: YES: NO:

MINOR ARRESTED: YES: NO:

IF YES: OFFICER'S NAME/DEPT: _____

DID THE MINOR IDENTIFY THE SELLER/SERVER? YES: NO:

NAME OF SELLER/SERVER: _____ PHONE # _____

ADDRESS: _____ DOB: _____ ID: _____

SEE REVERSE FOR ADDITIONAL INFORMATION

AGE STATEMENT FORM

Permittee / Agent: _____

Date: _____ 20____

I _____ hereby represent to _____, a
(Please Print Name) (Permittee / Agent Name)

Permittee of the Connecticut Department of Consumer Protection that I am over the age of 21 years, having been born on _____ at _____
(Month / Day) (Year) (Town / State)

This statement is made to induce said permittee to sell or otherwise furnish alcoholic beverages to the undersigned. I understand that Title 30 of the Connecticut General Statutes prohibits the sale of alcoholic liquor to any person who is not twenty-one years of age.

I understand that I am subject to a fine of one hundred dollars for the first offense and not more than two hundred fifty dollars for each subsequent offense for willfully misrepresenting my age for the purposes set forth in this statement.
C.G.S. 30-89

(Signature)

TO BE COMPLETED BY PERMITEE OR AGENT:

NAME: _____

ADDRESS: _____

ID TYPE: _____

ID NUMBER: _____

Photo ID YES NO

2ND Form of ID _____ Optional

ID TYPE: _____

ID NUMBER: _____

Photo ID YES NO

DCP 3/23

Minor Compliance Checks

Age Statement Form

- This form is an absolute defense to sale to minor for on and off premises locations
- Copies should be present in every liquor permitted location in Connecticut
 - Can be signed electronically
- Supposed to be signed at *time of sale*

Minor Compliance Checks

Recent Statistics

Date	Location	Total Checked	Failed	Fail Rate	
9/13/2024	Danbury	24	4	16.67%	
9/6/2024	Stratford	24	2	8.33%	
8/29/2024	Stamford	24	9	37.50%	
7/24/2024	East Hartford	32	18	56.25%	
7/23/2024	Somers	4	1	25.00%	
7/11/2024	Norwalk	18	3	16.67%	
6/5/2024	Stamford	25	8	32.00%	
6/4/2024	Colchester	9	4	44.44%	
6/4/2024	Ellington	7	1	14.29%	
5/22/2024	Thomaston	5	3	60.00%	
4/18/2024	East Haven	18	5	27.78%	
4/9/2024	Vernon	18	2	11.11%	
3/14/2024	Southbury	11	4	36.36%	
2/28/2024	Derby	8	2	25.00%	
2/28/2024	Ansonia	9	1	11.11%	
1/9/2024	Glastonbury	10	10	100.00%	31.30%

Premises checked to date: 255
Premises failed: 80

Date	Location	Total Checked	Failed	Fail Rate	
9/21/2023	Trumbull	7	5	71.43%	
9/21/2023	Enfield	21	5	23.81%	
9/13/2023	Enfield	25	2	8.00%	
8/25/2023	Danbury	47	8	17.02%	
7/12/2023	East Hampton	6	0	0.00%	
3/22/2023	Willimantic	6	2	33.33%	
3/21/2023	Glastonbury	10	7	70.00%	
10/27/2022	Enfield	21	3	14.29%	22.38%

Premises checked: 143
Premises failed: 32

178% more premises checked in 2024

Minor Compliance Checks

Enforcement

Handled by DCP Legal Division

- Compliance meeting with opportunity to settle
- Administrative case before Liquor Control Commission
- Possible penalties
 - Education
 - Suspension
 - Fines
 - Revocation

Suspensions and formal Liquor Commission decisions available on our website.



Minor Compliance Checks

Recent Enforcement Penalties for Sale to Minor (all cases with fines closed in 2024)

FormattedCaseNumber	FormattedContactName	FEE Amount	Suspension Duration
X2024-31	99 WEST LLC	2000	2
X2024-288	AH KHALSA LLC	1000	
X2024-98	ALDI INC	3750	
X2024-127	AMBIKA LLC	1000	1
X2024-33	B DIAMOND LLC	2000	2
X2024-32	B EAST LLC	2000	2
X2024-30	BERTUCCI'S RESTAURANTS, LLC	2000	2
X2024-190	BIG GARYS II LLC	1250	
X2024-75	BOTTLE STOP 1 LLC	1500	
X2024-191	BROADWAY WINES & SPIRITS LLC	1500	
X2024-35	CHEN SAKURA INC	2000	2
X2024-41	CLUBHOUSE ON MAIN LLC	2000	2
X2024-40	F & L GLASTONBURY INC	2000	2
X2024-126	GENCO INC	1000	1
X2024-78	HARIHARA LLC	5000	5
X2024-182	HIGHRIDGE BEVERAGES LLC	1000	1
X2024-24	JIGGY'S 91 INC	1250	
X2024-77	JMJM DERBY INC.	5000	5
X2024-221	KAMAN FINE WINES & LIQUOR INC	1000	1
X2024-129	KP LLC	1000	1
X2024-125	MA'S WINE CELLAR LLC	1000	1
X2024-304	Narvu Spirits, LLC	1000	

X2024-25	ODIN'S KEEP AXE HOUSE LLC	1500	1
X2024-79	OLD COUNTRY STORE DELI, LLC	1500	
2024-93	OM SHREE RAM LLC	5000	5
X2024-130	OMKAR REAL ESTATE LLC	1000	1
X2024-193	PARIN LLC	1000	1
X2024-89	PATTY'S PANTRY INC	1100	1
X2024-39	PEPPER DINING INC	2100	2
X2024-27	POWDER HOLLOW BREWERY LLC	2000	
X2024-174	SAIRAM LIQUOR LLC	1050	1
X2024-38	SQUARE PEG PIZZERIA LLC	2250	1
X2024-99	STOP & SHOP SUPERMARKETCO	3750	
X2024-88	TIYA LLC	1500	
X2024-220	TOKALAS INVEST LLC	2000	2
X2024-34	TRACY A HARPER	5000	
X2024-192	UNCORKED STAMFORD LLC	1000	1
X2024-26	UNION BELL LLC	1500	
X2024-74	UNITED WINE & LIQUOR LLC	1500	
X2024-194	VIR J & S LLC	1000	1

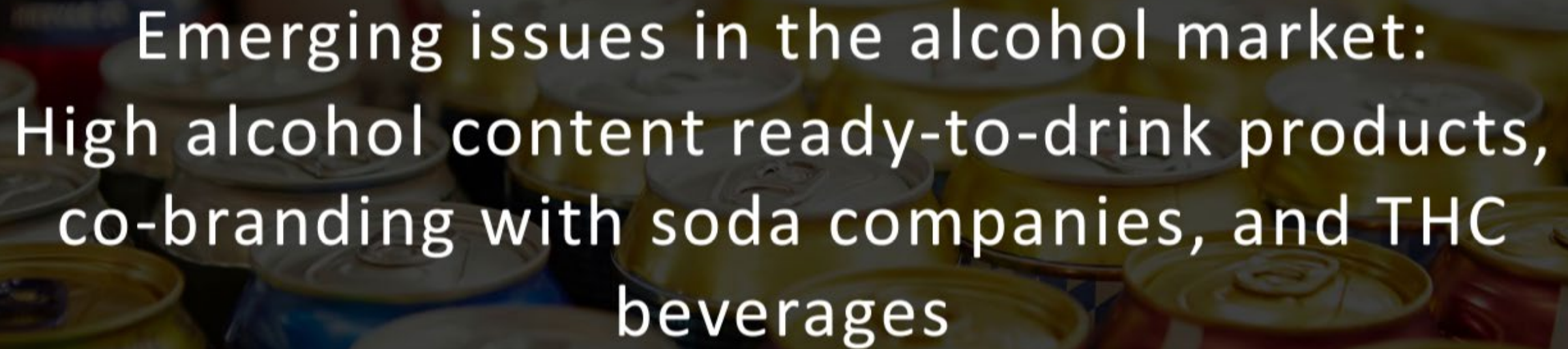
Total Days: 47
Total Fines: \$77,000

Industry Trends

Up and coming industry topics



Much of the data and photos in this section are from the following presentation sponsored by NLLEA:



Emerging issues in the alcohol market: High alcohol content ready-to-drink products, co-branding with soda companies, and THC beverages

Matt Rossheim, PhD | Associate Professor, UNT Health Science Center

Industry Trends

1. Malt Based RTDs

- A huge, growing category in alcohol beverage market
- Spirit manufacturers switching to malt-based beverages, but relying on their brand power



16.5% abv

Industry Trends

1. Malt Based RTDs, cont.

Because products are malt-based, they can be sold in more retail outlets like grocery stores.

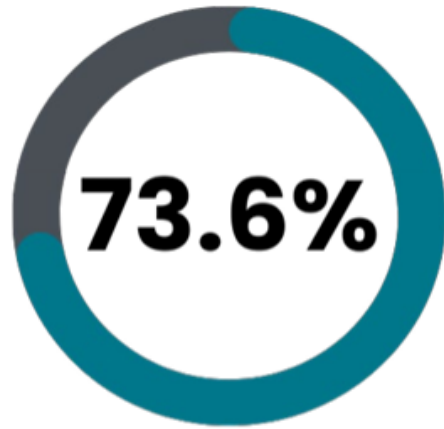
This leads to mixed product placement that can:

1. Confuse consumers
2. Increase minor consumption
3. Heading toward alcopops



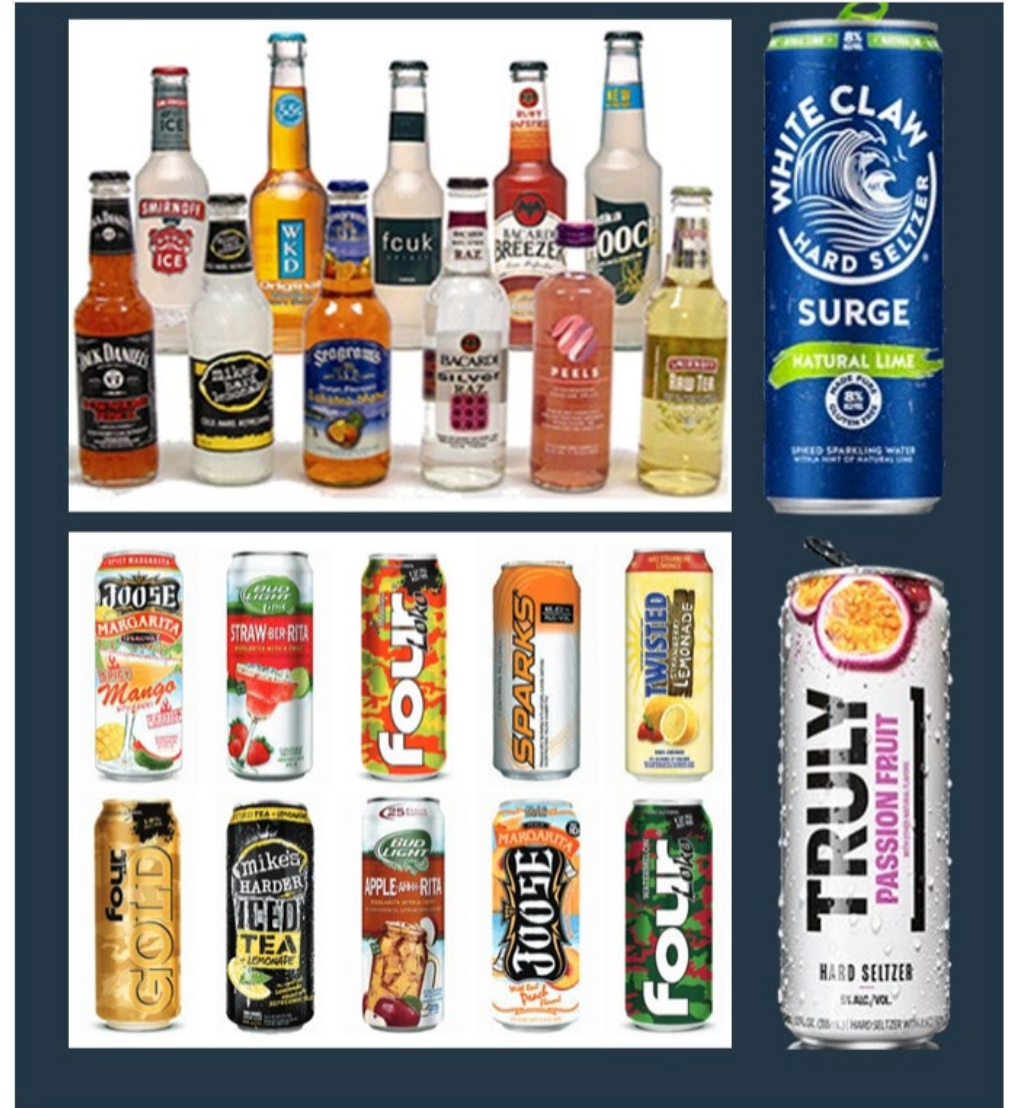
Industry Trends

1. Malt Based RTDs



Among underage drinkers, 73.6% consumed a “flavored alcoholic beverage” in the past month.

Miech, R. A., Johnston, L. D., Patrick, M. E., O’Malley, P. M., & Bachman, J. G. (2024). Monitoring the Future national survey results on drug use, 1975-2023: Overview and detailed results for secondary school students. Monitoring the Future Monograph Series. Ann Arbor, MI: Institute for Social Research, University of Michigan. Available at Source: Saving lives, spending less: the case for investing in noncommunicable diseases. Geneva: World Health Organization; 2021. Licence: CC BY-NC-SA 3.0 IGO. 17.9%/24.3%=73.6%



Industry Trends

1. Malt Based RTDs, cont.

Issues with Alcopops

- Sweeter and easier to consumer faster
- Higher ABV
 - Consumer unaware
 - Easier to consume more alcohol for less volume
- Larger serving sizes
- *Attractive to minors*

2011–2012 Nation–Wide Study

- 9% of underage drinkers consumed a supersized alcopop in the last 30 days
 - ≥ 16 ounces and $\geq 10\%$ abv
- 6% consumed Four Loko

Preference for Supersized Alcopops

- More likely to chose an alcopop over other types of alcohol

Youth-Appealing Characteristics

- Youth-oriented marketing
- Sugar-sweetened flavors
- High alcohol content
- Retail availability
- Low price

Industry Trends

1. Malt Based RTDs, cont.

13.9% abv



16.5% abv



Relative Alcohol Content



2 Supersized Alcopops

11 Alcopops

However, this is one-third the liquid!

Industry Trends

1. Malt Based RTDs, cont.



FEDERAL TRADE COMMISSION
PROTECTING AMERICA'S CONSUMERS



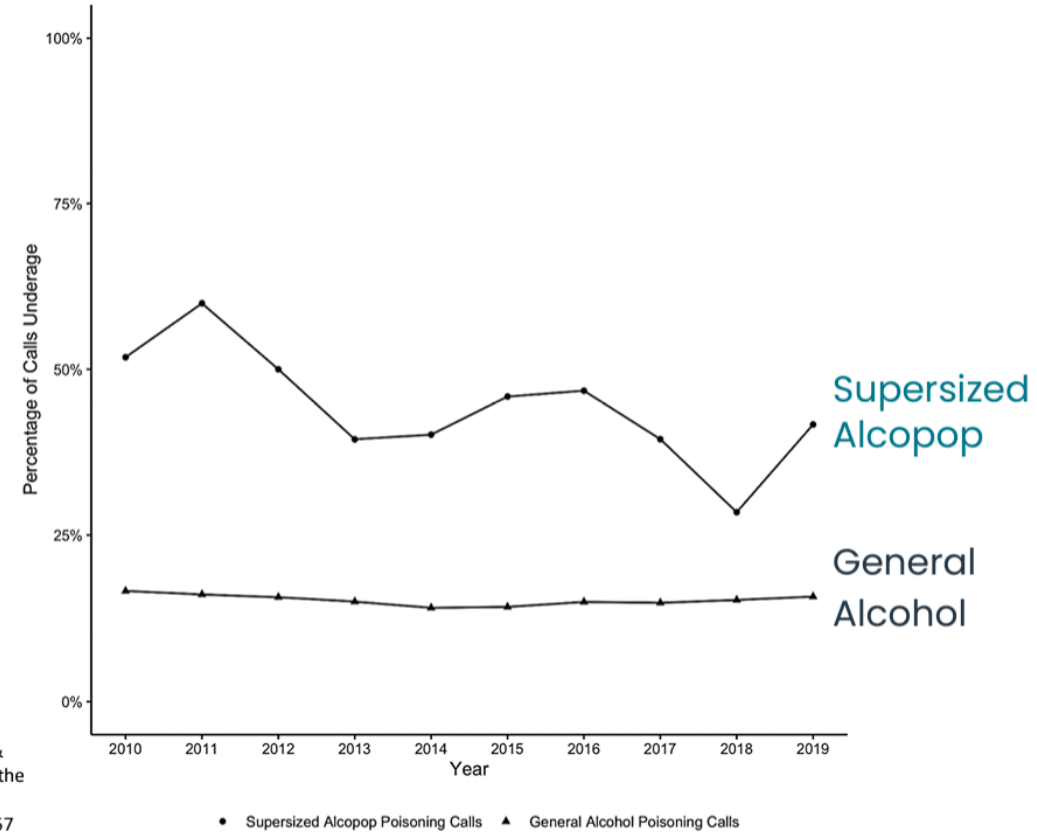
**Binge
Drinking**

(1 Four Loko can equal 5.5
standard size drinks)

Percent of calls to
poison control for
consumers **under the
legal drinking age**

(under 21 years old)

Rosshem, M.E., Livingston, M.D., Walker, D., Reid, N.E., Liu, L.P., & Mazer-Amirshahi, M. (2021). Supersized Alcopop Related Calls in the National Poison Data System, 2010-2019. Drug and Alcohol Dependence, 222, 108657. doi: 10.1016/j.drugalcdep.2021.108657



Federal Trade Commission (2013A). Phusion Projects, LLC; Jaisen Freeman; Christopher Hunter; and Jeffrey Wright. Available at: <https://www.ftc.gov/enforcement/cases-proceedings/112-3084/phusion-projects-llc-jaisen-freeman-christopher-hunter>. Accessed November 20, 2017.

Industry Trends

1. Malt Based RTDs, cont.

First Time Consumption of Four Loko

- Classroom surveys at public universities in FL, MT, and VA/Undergraduate lifetime drinkers (n = 1,036)
 - 46% had consumed Four Loko (n = 474)
 - 40% age 21 or older, but 93% first drank Four Loko when under 21
 - 58% consumed at least 1 entire can
 - 10% drank 2 or more cans their first time drinking it
- **Among those who finished 1 or more cans:**
 - 34% blacked out
 - 18% vomited
 - Students in FL and VA were more likely to black out (AOR = 1.9) and/or vomit (AOR = 2.0) than students in MT
 - Women more likely to underestimate alcohol in can
- Rossheim, M.E., Greene, K.M., Yurasek, A.M., Barry, A.E., Gonzalez-Pons, K.M., Trangenstein, P.J., Cavazos, T., Nelson, C., Treffers, R.D., Thombs, D.L., & Jernigan, D.H. (in press). Underage drinkers' first experience consuming a popular brand of supersized alcopop. American Journal of Drug and Alcohol Abuse. doi:10.1080/00952990.2019.1653316

Industry Trends

2. Co-Branded Products

Co-branded products share the name and branding of a popular non-alcoholic item.

Logos and design are nearly identical.



Industry Trends

2. Co-Branded Products, cont.

Co-branding crosses product class; not only malt-based, but also spirits (minimal wine).



Industry Trends

2. Co-Branded Products, cont.



Easier for minors to pass the alcoholic product as the non-alcoholic product

- Viral self-checkout trick shared on Tik-Tok



Industry Trends

3. AI/VR/Augmented Advertising

States and TTB regulate advertising

- No cooperative advertising
- No kickbacks/rebates
- No expensive free products
 - State-imposed limits
- Required disclosures in print media
- No direct to consumer advertising

- So where does the internet fit in?
 - Some policies on internet advertising
 - But AI...?

Prohibited Practices

Some claims prohibited from appearing in advertisements include:

- General statements that are false, untrue, or misleading
- Statements that are inconsistent with approved product labels (i.e., label or statement depicted in advertisement inconsistent with the COLA)
- False or misleading statements that are disparaging of a competitor's product
- Health-related statements that are false or misleading
- Misleading material relating to analyses, standards, or tests
- Misleading guarantees (Money back guarantees are not prohibited)
- Misleading organic claims

For a complete listing of the prohibited practices, please review the following regulations:

Wine - 27 CFR 4.64

Distilled Spirits - 27 CFR 5.235

Malt Beverages - 27 CFR 7.235

From AI to VR: Diageo launches lab to develop digital concepts which go 'beyond the bottle'

By Rachel Arthur

10-Oct-2023 - Last updated on 10-Oct-2023 at 15:04 GMT



Diageo wants to explore how virtual reality & artificial intelligence could shape social experiences.
Pic: getty/herraez

Diageo has launched a new partnership lab, called Fusion by Diageo, which will bring in innovators to 'co-develop the next generation of digital products that will elevate

Rising Industry Concerns

3. AI/VR/Augmented, Cont.

- How tech is used
 - Augmented cans
 - Virtual worlds
 - Skins/Filters
 - QR codes with product info
 - AI-generated recs
 - Alcohol-related benefits in games
 - Online advertising algorithms
 - Social media influencers

Alcohol marketing on digital platforms

- Sophisticated algorithms target ads making them highly persuasive
- As early as 2012, there were more than 1,000 alcohol company sponsored brand-related sites on youth-accessible Facebook pages
- Social media allows alcohol-related content to spread beyond paid ads
- Friends and other user-generated content such as influencer endorsements, are harder to regulate and can easily reach underage audiences
- Difficult to distinguish between organic user engagement and advertising such as industry-sponsored influencers.
- This digital marketing not only normalizes alcohol consumption among young people but can also fosters brand loyalty at an early age, potentially leading to earlier initiation of drinking and higher consumption levels
- *Matt Rosshein, PhD

Rising Industry Concerns

3. AI/VR/Augmented, Cont.



Industry Trends

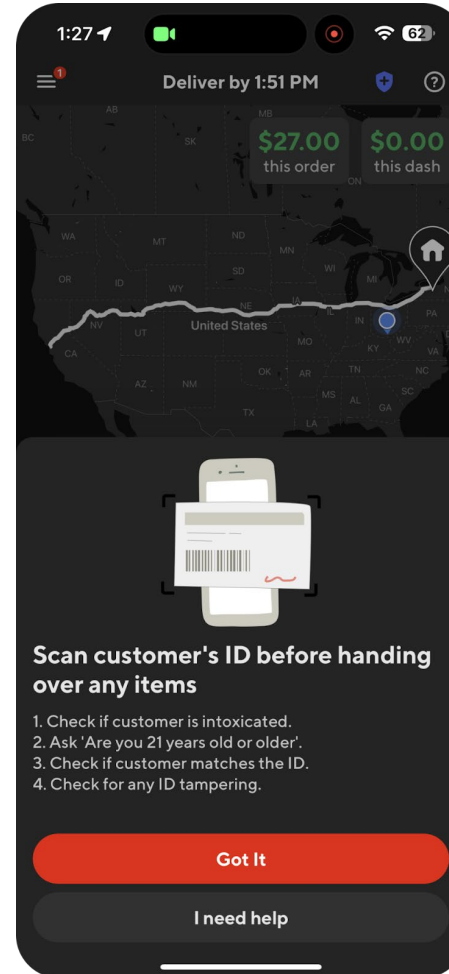
4. Drinks to Go

- Restaurants can offer drinks to go with food made on their premise
 - Pickup
 - Self-deliver
 - Third-party delivery
- Two main issues
 - 1. Packaging
 - 2. Age verification



Industry Trends

4. Drinks to Go



! You didn't verify ID on an alcohol delivery

Uber

Hi Joshua,

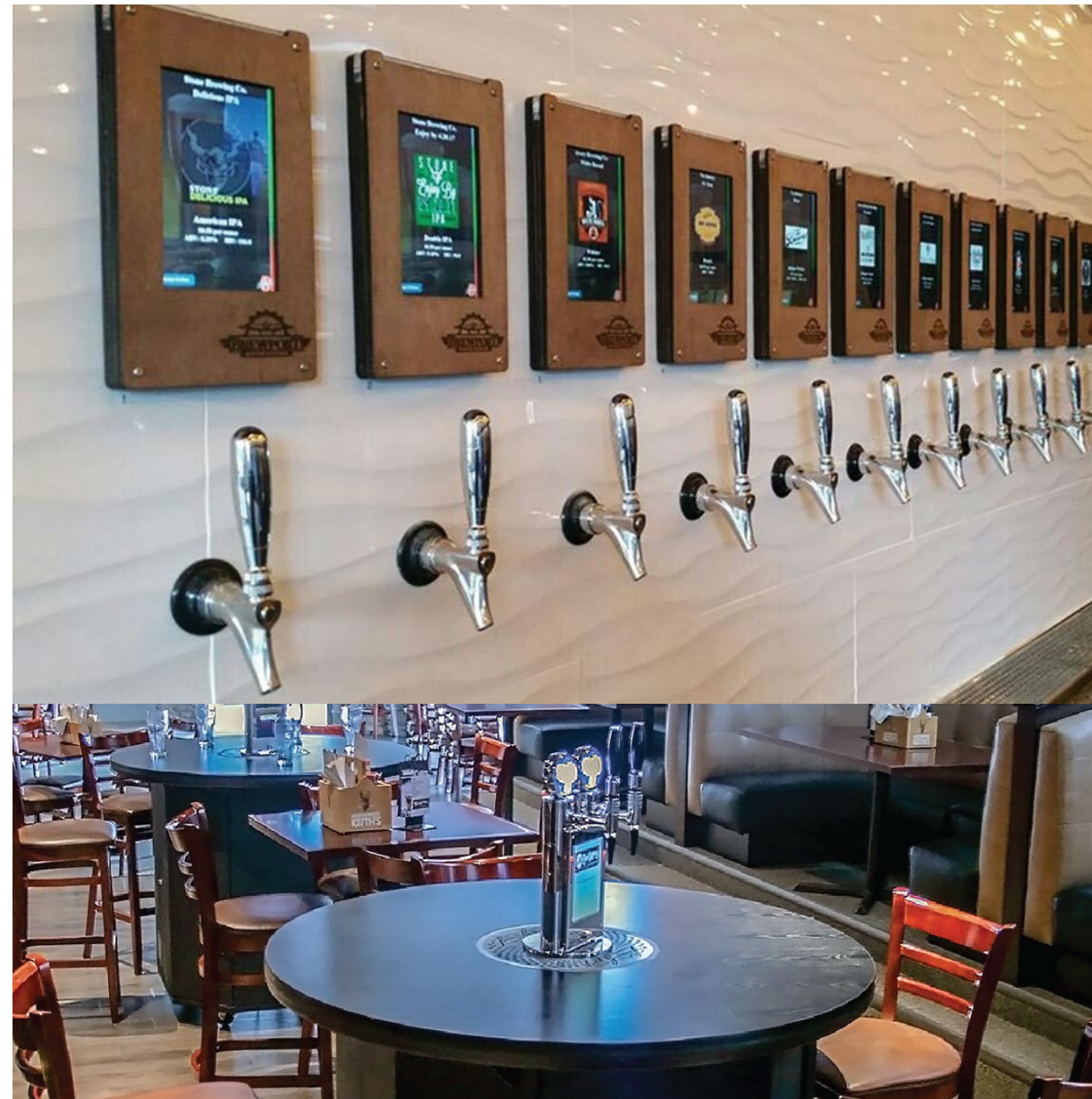
We have noticed that you may not have been able to fulfill the requirements in verifying customers' ID when delivering alcohol. If you don't verify customers' IDs when delivering orders that include alcohol, we have to stop sending you requests for alcohol deliveries.

Industry Trends

5. Self-service taps

Self-service taps are recently allowed in Connecticut.

- Patron must have an RFID device
- RFID programmed to allow limited quantities poured per activation (32 oz beer)
- System must be under surveillance
- Must be clearly labeled
- Must dispense from the manufacturer's original container
- Must be cleaned biweekly and calibrated monthly



Thank you!

M. Caitlin Anderson, Director, Liquor Control Division

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