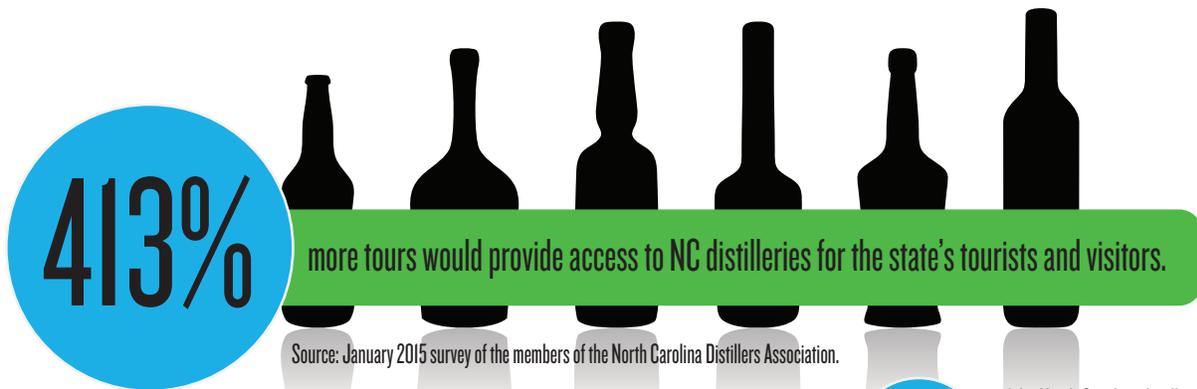
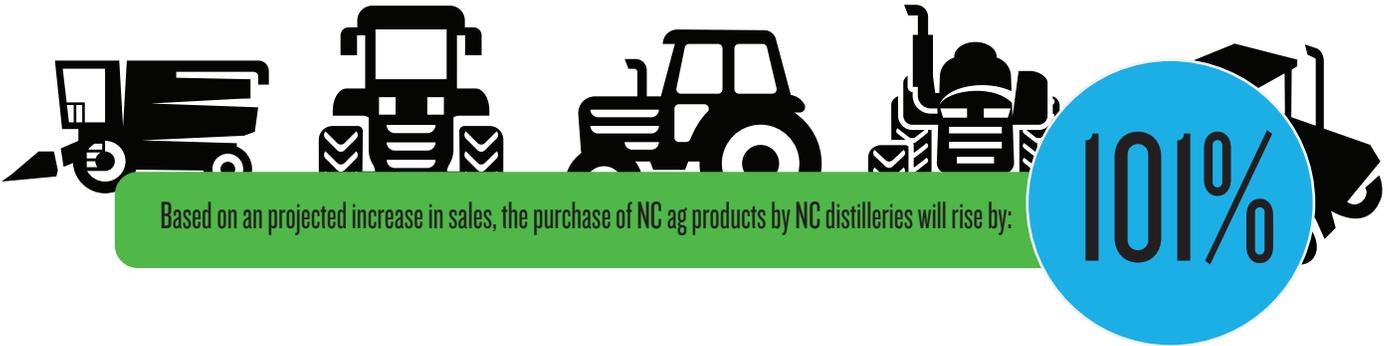


Effects of SB 24 legislation allowing North Carolina distilleries to sell spirituous liquors to tour visitors.*

*SB 24 would allow North Carolina distilleries to sell one item to one customer, once a year.



Source: January 2015 survey of the members of the North Carolina Distillers Association.

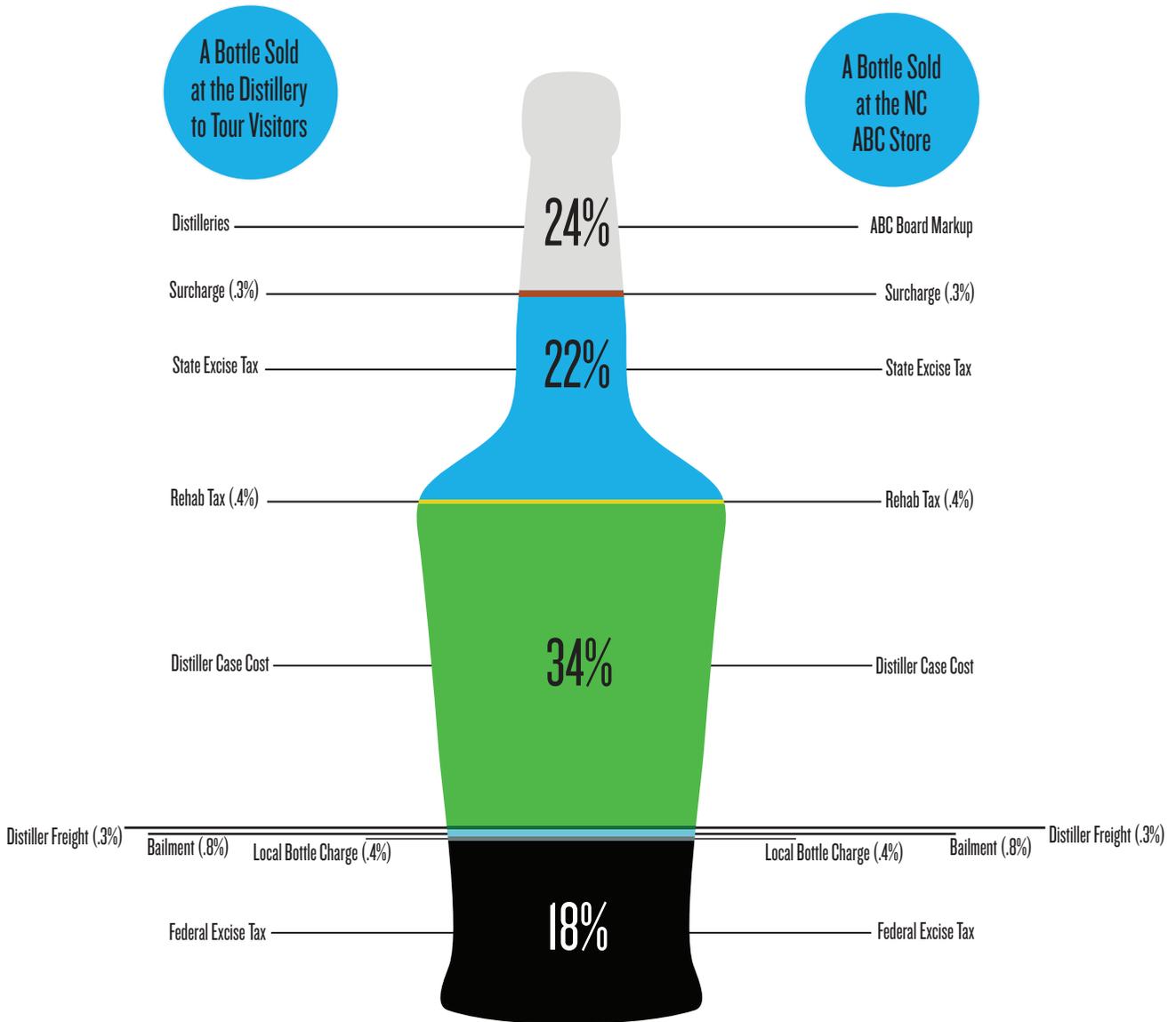
86% of the North Carolina distilleries that responded to this survey said this bill is the most important thing to happen to their business since becoming a manufacturer in the state.



PROJECTED TO INCREASE NC ABC STORE SALES: A similar law was passed in Oregon in 2009. Over the four years the law has been in effect, the state OLC system has had annual sales growth of 9.6% for Oregon-made spirituous liquor products.

Where does the money go?

Passage of SB 24 does very little to disrupt the funding flow for spiritous liquors. Instead, it provides a place for NC visitors to experience NC-made spirits directly, thereby feeding sales to the North Carolina ABC system when visitors return to their home counties.



How Does NC compare?

Of the 17 control states in the United States, NC, MS, AL, & ID are the only states that do not allow sales of spiritous liquors to distillery tour visitors.

States that allow distilleries to sell to visitors.

States that do not allow distilleries to sell to visitors.

* Indicates a Control State

