



NEW YORK STATE SENATOR

Andrew Gounardes

## Sen. Gounardes Joins Local Spirit Distillers to Toast Passage of Direct-to-Consumer Shipping Legislation

ANDREW GOUNARDES July 1, 2024

| ISSUE: **LOCAL BUSINESS, ECONOMIC DEVELOPMENT**



The legislation provides parity amongst craft liquor manufacturers, allowing for new sales opportunities and facilitating broader access to products that can strengthen economic opportunity for New York businesses.

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**Brooklyn, NY** - State Senator Andrew Gounardes joined owners from craft spirit distillers and business leaders from Brooklyn and beyond today to toast the passage of state legislation ( [S.2852A/A.3132A](#)) that allows distillers to ship liquor, cider, mead, and other alcohols directly to consumers.

Unlike New York wine manufacturers, producers of liquor, cider, mead, and other hard alcohols have not been permitted to ship their products directly to customers. But wineries have proven that direct-to-consumer shipping can be done safely, responsibly, and effectively. Executive orders that authorized the direct shipment of products during the COVID-19 pandemic offered these businesses an economic lifeline that saved many from permanent closure.

This legislation provides full parity amongst alcoholic beverage manufacturers, allowing for new sales opportunities and facilitating broader access to products that can strengthen economic opportunity for these New York businesses, including the many based in Sen. Gounardes' district.

As part of the event, Josh Morton, the owner and founder of Barrow's Intense Ginger Liqueur and its NY Tasting Room, hosted fellow New York craft spirits distillers for a celebratory toast with locally-produced spirits made using New York State agriculture.

“Local craft liquors like these are beloved by New Yorkers, and a centerpiece of celebrations and gatherings for so many people,” said **State Senator Andrew Gounardes**. “With this legislation, we level the playing field for all distillers by allowing them to sell directly to consumers. opening up new opportunities for local businesses and strengthening our economy here in Brooklyn and throughout the state. Cheers to that.”

“It is our incredible good fortune here in New York to have forward-thinking, strong, and savvy legislators like Senator Gounardes who represents one of the most distillery-rich districts in the state, along with our lead sponsors Assemblywoman Lupardo and Senator Skoufis, fighting for our distillers and other craft beverage producers,” said **Teresa Casey, Executive Director, New York State Distillers Guild**. “When Governor Hochul signs this bill, which we hope she will and soon, it will truly be a new day for New York’s craft beverage producers, who will compete on a level playing field when it comes to getting their products into the hands of the consumers who want them. It will also be a win for the farmers who provide our most important craft beverage ingredients, as well the hospitality and tourism businesses in our communities.”

“As a commercial winery, the ability to ship directly to our customers was critical for our survival during the pandemic,” said **Brian Polen, Co-Founder & President of Brooklyn Kura**. “As an aspiring distillery, the inability to do so would jeopardize our business and limit much-needed revenue. This legislation is common-sense—by removing a seemingly arbitrary discrepancy in the law, it allows me to operate my business in a consistent and common sense manner.”

“All small businesses struggle to attract consumers’ attention; it’s even more difficult for small spirits producers,” said **Josh Morton, Owner/Founder Barrow’s Intense Ginger Liqueur and the Barrow’s Intense NY Tasting Room**. “Even when consumers notice your product, unless their local liquor store carries it (and most don’t), they will have almost no way to get it. This legislation fixes that by allowing New York’s small craft spirits producer to sell directly to consumers, the same way New York State wineries have been doing with much success for over 20 years. The Barrow’s Intense NY Tasting Room in Industry City, Brooklyn, has the largest selection of New York craft spirits by the glass and bottle anywhere in the world, representing over 40 New York Distillers. We urge the Governor to sign this bill as soon as

possible. Further delay will mean missing the all-important holiday shopping season. This bill will help us grow the sales of our #1 rated ginger liqueur and all the other New York State craft spirits producers we represent and, by extension, the small New York farmers who supply the apples, grapes, or grains used to produce every bottle."

"Direct-to-consumer is how many of us get products on a regular basis, so why not liquor?" said **Randy Peers, President and CEO of the Brooklyn Chamber of Commerce**. "Brooklyn is home to a concentration of creative, independent small distillers who will greatly benefit from this legislation which brings them to parity with wine producers. This is a win-win for small businesses and for consumers."

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RELATED LEGISLATION

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**2023-S2852A**

- 
- Introduced

- ◦ In Committee Assembly
  - In Committee Senate
- ◦ On Floor Calendar Assembly
  - On Floor Calendar Senate
- ◦ Passed Assembly
  - Passed Senate
- Delivered to Governor
- Signed By Governor
- 

Authorizes the direct intrastate and interstate shipment of alcoholic beverages

January 25, 2023

Signed by Governor

Sponsored by James Skoufis

Do you support this bill?