



NEW YORK STATE SENATOR

Liz Krueger

Statement from Senator Liz Krueger and Assembly Member Pamela Hunter on Amendments to Wine in Grocery Stores Legislation

LIZ KRUEGER May 29, 2025

| ISSUE: **WINE IN GROCERY STORES**



Albany – Senator Liz Krueger and Assembly Member Pamela Hunter released the following statement today following the introduction of amendments to their legislation (S.1279-A/A.1328-A) to allow the sale of wine in grocery stores:

“Allowing grocery stores to sell wine is a common-sense reform of our state’s outdated liquor laws that will make life more convenient for consumers while supporting New York’s wine

industry and businesses of all sizes.

“In poll after poll, the vast majority of New Yorkers have expressed support for this policy, and thousands have reached out to their elected officials asking for change. It’s time to move this conversation forward and bring all stakeholders to the table. We are pleased to announce amendments to our legislation that address the concerns of independent grocery stores, New York wine producers, and liquor stores. The revised bill will expand eligibility for wine licenses to smaller-sized grocery stores, create a new revenue stream for the promotion of New York’s wine industry, and allow liquor stores to offer new products while restricting new wine licenses within their vicinity.

“These changes ensure that allowing New York grocery stores to sell wine will be a win-win-win for small businesses, consumers, and our state’s vineyards and wineries. That's why they are supported by a broad coalition including the Farm Bureau and the Business Council. We look forward to working with our colleagues in government and stakeholders to bring New Yorkers a change they have long supported.”

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Background on the Amendments

The amended bill takes several important steps:

- It expands wine licenses to grocery stores with a minimum size of 4,000 square feet (from 5,000), bringing more independent, community-based grocery stores into the fold.
- It incentivizes the sale of New York-produced wines and dedicates revenue from grocery store wine licenses to the Department of Agriculture & Markets in an effort to support and grow the state’s wine industry.

- It prohibits the sale of store-branded wines.
- It allows liquor stores to broaden their product offerings and places restrictions on new wine licenses within 500 feet of existing liquor stores.

Key Findings from the May 2025 Siena Poll

- 80% of wine buyers say they would continue shopping at local liquor stores, even if wine becomes available in grocery stores.
- Public support for wine in grocery stores remains steady at 75%, consistent with Siena's previous findings.

What Supporters Have to Say

“Senator Krueger and Assemblymember Hunter’s amendments to the bill are smart, forward-thinking revisions that reflect exactly what our coalition represents: greater choice for consumers, increased visibility for New York’s wineries and an inclusive, competitive marketplace for all. It’s time to push forward policies that strengthen multiple industries and serve New Yorkers’ everyday needs,” said **Mona Golub, New York State of Wine Coalition co-founder and spokesperson for Northeast Grocery, Inc., the parent company of Market 32, Price Chopper, and Tops Markets.**

“The amendments championed by Senator Krueger and Assemblymember Hunter reflect their commitment to smart, inclusive policymaking. From day one, we’ve been focused on delivering a win for small businesses, major industries and consumers alike. We’re ready to see this legislation pass and bring New York’s retail landscape into the 21st century,” said **Paul Zuber, Executive Vice President of the Business Council of New York State.**

“These amendments represent a meaningful step forward for independent supermarkets across New York. By opening doors for smaller stores to participate, this bill strengthens our local economies and elevates the customer experience. We proudly support this common-sense

reform that connects our communities to the richness of New York’s wine industry while supporting our bottom lines,” said **Nelson Eusebio, Director of Government Affairs for the National Supermarket Association.**

“New York Farm Bureau is happy to see in these amendments that more funding will be available to promote New York–made wines. It is important to continue to encourage and support the growth of our quality, award-winning local wines that have come to rival wines from California and Europe,” said **Kyle Wallach, Associate Director of Public Policy at New York Farm Bureau.**

“These amendments are a game-changer for the New York wine industry,” **Dr. Chris Colloca, founder of the Colloca Estate Winery in Fair Haven, New York.** “By prioritizing New York-produced wines and reinvesting grocery store wine license revenues directly into agriculture and markets, this bill doesn’t just open up new retail channels—it creates a meaningful pathway for growth, visibility, and long-term sustainability for local wineries like mine.”

"My parents were directly involved in the passing of the Farm Winery Act of 1976 and even then, they knew that compromise and prioritizing the needs of small businesses were key to successful policies. As I carry on my parents' literal mom & pop small winery in the Finger Lakes, this legislation and especially these amendments from Senator Krueger and Assemblymember Hunter are perfect examples of the compromise needed to progress this policy that aims to benefit the wine industry, independent grocers, and ultimately all New Yorkers who want convenience and quality product,” said **Lawrence Doolittle, Co-Owner of Frontenac Point Vineyard & Estate Winery.**

RELATED LEGISLATION

2025-S1279A

-
- 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
-

Establishes supermarket wine licenses

January 09, 2025

In Senate Committee Investigations and Government Operations

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Do you support this bill?