



## WHY NOT WINE?

Thirty-three states allow the sale of wine in retail food stores, but not Tennessee. It just doesn't seem to make sense when you consider:

### Consumer Rights

- Tennesseans who choose to drink wine want the convenience of purchasing it at retail food stores.
- Wine sales in retail food stores would benefit consumers by increasing competition.
- Consumers say they are more comfortable purchasing wine in grocery stores than in liquor stores.
- Increased competition may result in tens of millions of dollars in savings for Tennessee families (American Economics Group, Inc.).

### Responsible Sales

- In Tennessee, retail food stores that sell beer advocated the Responsible Vendor Law, including mandatory proof of the age of everyone purchasing alcohol and annual training for employees.
- Grocery stores are as good as or better than package stores at complying with underage drinking laws (Massachusetts Wine and Food Stores Initiative).
- Wine sales in retail food stores are not linked to drunk driving.
  - States that do not allow the sale of wine in grocery stores had an average of 8.2 youth DUIs per 100,000 residents, while states that allow wine in grocery stores had an average of 6.8 per 100,000 residents (FBI).
- Wine sales are not linked to underage drinking.
  - States that allow the sale of wine in grocery stores had an average of 21.7 fewer youth liquor violations per 100,000 residents than states without wine in grocery stores (FBI).
- If the legislation is approved, it will allow for the sale of wine only in those Tennessee municipalities that allow package sales. See map on the back of this document.

### Economic Advantage

- Retail food stores and liquor outlets can coexist and actually support one another, based on evidence from other states that permit wine sales in food stores.
- Expanding wine sales will create additional jobs and wages (American Economics Group, Inc.).
- Wholesalers and retailers will all benefit from the sale of wine in retail food stores.

### Campaign supporters

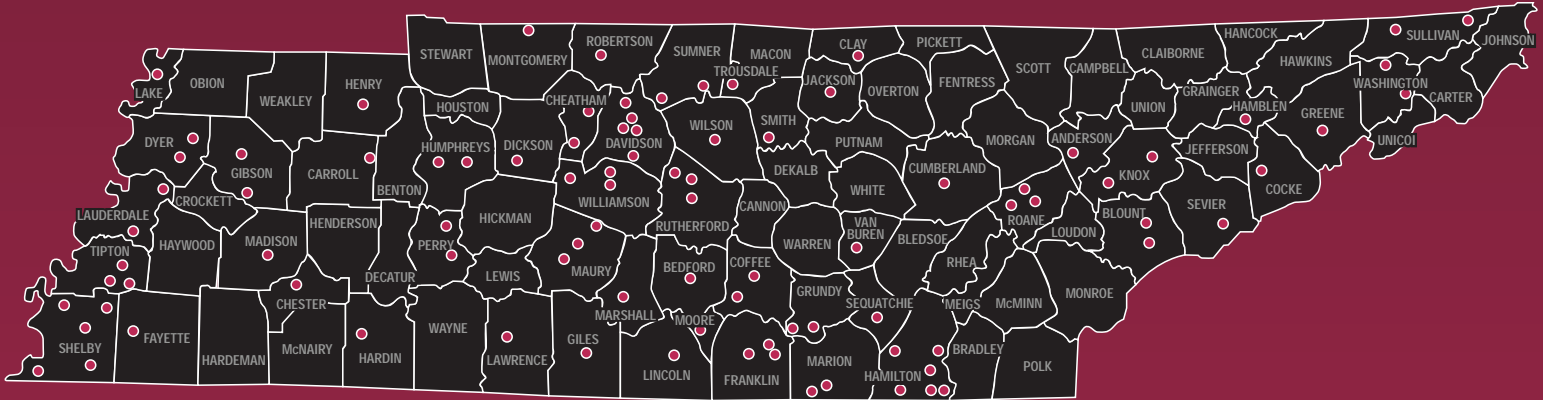
Tennessee Grocers and Convenience Store Association  
Tennessee Farm Winegrowers Association  
Tennessee Retail Association  
The Wine Institute

### Contact information

[www.redwhiteandfood.com](http://www.redwhiteandfood.com)  
[info@redwhiteandfood.com](mailto:info@redwhiteandfood.com)  
(615) 963-1314



If the legislation is approved, it will allow for the sale of wine only in those Tennessee municipalities that allow retail package stores.



**Municipalities That Allow Retail Package Stores in Tennessee\***  
(For easy reference, this list has been organized alphabetically by county.)

- |  |  |  |
|--|--|--|
| <b>Anderson</b> - Oak Ridge  | <b>Grundy</b> - Monteagle, Tracy City  | <b>Moore</b> - Lynchburg   |
| <b>Bedford</b> - Shelbyville   | <b>Hamblen</b> - Morristown  | <b>Perry</b> - Linden, Lobelville                                    |
| <b>Blount</b> - Alcoa, Maryville   | <b>Hamilton</b> - Chattanooga, Hixson, Lakesite, Lookout Mountain, Signal Mountain, Walden | <b>Roane</b> - Harriman, Kingston, Rockwood                          |
| <b>Carroll</b> - Bruceeton   | <b>Hardin</b> - Savannah   | <b>Robertson</b> - Springfield                                       |
| <b>Cheatham</b> - Ashland City, Kingston Springs                             | <b>Henry</b> - Paris   | <b>Rutherford</b> - La Vergne, Murfreesboro, Smyrna                  |
| <b>Chester</b> - Henderson   | <b>Humphreys</b> - New Johnsonville, Waverly   | <b>Sequatchie</b> - Dunlap   |
| <b>Clay</b> - Celina   | <b>Jackson</b> - Gainesboro  | <b>Sevier</b> - Gatlinburg   |
| <b>Cocke</b> - Newport   | <b>Knox</b> - Farragut, Knoxville  | <b>Shelby</b> - Arlington, Bartlett, Germantown, Memphis, Millington |
| <b>Coffee</b> - Manchester, Tullahoma  | <b>Lake</b> - Tiptonville  | <b>Smith</b> - Gordonsville  |
| <b>Cumberland</b> - Crossville   | <b>Lauderdale</b> - Halls, Henning   | <b>Sullivan</b> - Bristol, Kingsport                                 |
| <b>Davidson</b> - Antioch, Brentwood, Goodlettsville, Nashville, Old Hickory | <b>Lawrence</b> - Lawrenceburg   | <b>Sumner</b> - Gallatin, Hendersonville                             |
| <b>Dickson</b> - Dickson   | <b>Lincoln</b> - Fayetteville  | <b>Tipton</b> - Atoka, Covington, Mason                              |
| <b>Dyer</b> - Dyersburg, Newbern   | <b>Madison</b> - Jackson   | <b>Trousdale</b> - Hartsville  |
| <b>Fayette</b> - Oakland   | <b>Marion</b> - Jasper, South Pittsburg  | <b>Van Buren</b> - Spencer   |
| <b>Franklin</b> - Cowan, Decherd, Winchester                                 | <b>Marshall</b> - Lewisburg  | <b>Washington</b> - Gray, Johnson City                               |
| <b>Gibson</b> - Humboldt, Trenton  | <b>Maury</b> - Columbia, Mt. Pleasant, Spring Hill   | <b>Williamson</b> - Brentwood, Fairview, Franklin                    |
| <b>Giles</b> - Pulaski   | <b>Montgomery</b> - Clarksville  | <b>Wilson</b> - Lebanon  |
| <b>Greene</b> - Greeneville  |  |  |

\*Loudon County passed a measure to allow retail package stores in November 2008.