



[www.beveragechoices.com](http://www.beveragechoices.com)

**FOR IMMEDIATE RELEASE:**

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### **Hoosiers for Beverage Choices Continues Membership Drive** [www.beveragechoices.com](http://www.beveragechoices.com)

**Lafayette (7-8-09)** – Hoosiers for Beverage Choices is continuing their July membership drive, asking consumers to join the effort to modernize Indiana’s alcoholic beverage laws. Hoosiers for Beverage Choices is a statewide, consumer-driven effort that seeks to change Indiana’s antiquated liquor laws to give Hoosiers more choice and convenience in how and where they purchase alcoholic beverages.

From now through July 19<sup>th</sup>, over 1,000 retail locations throughout the state will promote the HBC effort to allow for Sunday carryout sales and cold beer sales at drug, grocery and convenience stores. Retailers will convey the HBC message to customers through in-store displays and advertisements. Customers will also have the opportunity to join the effort by signing a petition in these stores. More than 25,000 Hoosiers have already signed the online petition at [www.beveragechoices.com](http://www.beveragechoices.com) since last August.

“Because alcoholic beverage issues were not discussed during the 2009 legislative session, we want to remind our supporters of our effort and also attract new members,” said Grant Monahan, spokesperson for Hoosiers for Beverage Choices. “More than 25,000 Hoosiers have joined our effort, and we know that we have only scratched the surface of the support that exists in Indiana for these changes.”

Indiana is one of only 15 states that still prohibits the sale of alcoholic beverages on Sunday and is one of only three states that prohibits Sunday carryout sales yet allows for sales at restaurants, taverns and sporting events. Indiana is the only state in the country that discriminates against drug, grocery and convenience stores by allowing only one retail segment- package liquor stores- to sell cold beer.

This monopoly enjoyed by the liquor stores forces Indiana consumers to pay a “tax” for the privilege of purchasing cold beer. The results of an extensive statewide price survey conducted in over 300 communities and nearly 500 locations found that Indiana

consumers pay an average surcharge of \$1.07 per case for the privilege of purchasing cold beer. In the Lafayette area, liquor stores charge on average \$0.50 extra for a case of cold beer as compared to warm beer.

“Bringing about common-sense changes to Indiana’s outdated liquor laws will result in lower prices, more convenience, and more choices for Indiana consumers,” stated Matt Norris, Director of Hoosiers for Beverage Choices. “The overwhelmingly positive response to the online petition demonstrates the broad support that exists in Indiana for these changes.”

Retailers participating in the current membership campaign include:

- Kroger
- Marsh Supermarkets
- Speedway SuperAmerica
- Village Pantry
- McClure
- Gas America
- Thorntons
- SuperTest
- Circle K
- Circle A Convenience Stores
- Huck’s Convenience
- Ricker’s
- Mac Food Marts
- Freedom Express
- Good to Go
- Lasso Brothers
- Jewel/Osco
- Super Pantry
- 1 Stop Express
- Fast Max

Hoosiers for Beverage Choices is a statewide, consumer-driven effort that supports the modernization of Indiana’s alcoholic beverage laws to allow for convenience, real choices, and competitive prices while maintaining regulations and laws that prevent minors from purchasing alcohol. The effort is sponsored by Indiana retailers and their trade associations, including the Indiana Retail Council, the Indiana Petroleum Marketers & Convenience Store Association, and the Indiana Petroleum Council.