

Lance Marx Testimony:

Dear Senator Rodriguez and Member of the Committee,

My name is Lance Marx. My family and I have lived in Denver for 28 years. I've raised three children in Colorado, and we are all happy to call Colorado home.

I am testifying as a concerned citizen and customer of Applejack. For many years Applejack has been our go to liquor store. Not only do they have great prices, but their service is unmatched. On a monthly basis, I order from Chad West one of their wine experts. He's always able to find me what I need and introduce me to novel wines and bourbons. He is not only the best wine and spirits customer service representative I have experienced, but one of the best across all of the retail industry. I believe much of this comes from Applejack's 60 year history of serving the needs of the Colorado customer.

I recently asked an Applejack employee why they do not open a store in central Denver closer to my home, and I was surprised to hear that they are only allowed 2 licenses in the state. I did some more research and soon learned that grocery stores such as King Soopers and Costco can have 5 licenses, eventually going to unlimited where Applejack can have 2 now, going to 4 by 2027. I can not believe that the laws are set up in such a way that allows the corporate giants: King Soopers, Costco, Safeway, and Target to grow and expand while handcuffing the small local business. I'd like to see a fairer playing field for all and believe that Applejack and others should be allowed as many liquor licenses as their grocer counter parts. I believe Applejack offers a differentiated and compelling customer experience and would love to see it shared with more Coloradoans.

I will continue to be a loyal Applejack customer, and I would love to see them expand and grow as Colorado continues to grow, and not be eventually squeezed out of business by the grocery giants.

Sincerely,

Lance Marx

## Cameron Flint: Senate Bill 134 Testimony

My name is Cameron Flint and I'm a retail broker at CBRE.

I'm in favor of the bill for a few reasons.

The current bill is highly favorable for grocers based on the total number of stores they're permitted over the next few decades and puts the local retail liquor store at a complete disadvantage.

Everything in retail, especially daily needs shopping (groceries, gas etc.), is all driven by convenience. On average, the American consumer visits a grocery store 1.6x per week. When grocers have the ability to sell full strength beer, wine and liquor at each location, it's highly unlikely for the consumer to make more than 1 stop which directly impacts the local retail liquor stores.

If you've followed retail news over the past few years, you're probably aware of many household names filing for bankruptcy (Toys R Us, Pier 1, Goldman's etc.) and/or closing down operations all together. With all the retail vacancy coming back on the market, liquor stores are fantastic and often times preferred uses to backfill those spaces. The liquor business falls within the daily needs category and have the ability to drive consistent traffic to other retailers in the same center and creates a strong synergy within the shopping center. Many times, a strong daily needs tenant is key to other retailer's survival by driving a consistent customer to their front door.

Many landlords (local/national alike) enjoy working with strong Colorado retailers like Applejack, Hazels, Molly's and the smaller mom & pop or specialty wine/spirit stores that fit the bill but unfortunately we are unable to show them anything because they are capped with licenses. Liquor stores, either large or small higher service stores are powerful amenities for a neighborhood or new development. Additionally, the current liquor laws are a big detriment for many retailers looking to come to Colorado because they won't be able to get the density/scale needed to build out a market.

Parity between independent liquor stores and grocers provide everyone the same opportunity and ability to grow their business which is at the heart of the American culture. Capping independent liquor store locations will put a strain on competition and ultimately hurt most small liquor stores across the state.

Dear Senator Rodriguez and Member of the Committee,

My name is Adam Doherty. I moved to Colorado in 2015 after college and have lived and worked in the community ever since.

I am testifying as a concerned citizen and customer of Applejack. Apart from the mountains, endless outdoor activities, and all of Colorado's natural beauty, I tell all my friends both local and out of state that they must try Applejack while in Colorado. Applejack's selection is truly unmatched and whether I am looking for the newest Colorado IPA, a unique but affordable bourbon, or a French wine to pair with the night's dinner, Applejack has always been there for me and led me to the right decision.

Living in the Jefferson Park neighborhood, I frequent the mountain store when traveling west to the mountains and the Thornton store on occasion but would love to have an option closer to home. I wondered why Applejack did not have a location in Denver and did some research on liquor laws. I soon learned that stores such as Applejack are only allowed 2 licenses in the state, where King Soopers, Costco, Walmart, Target, and Safeway are allowed 5 and unlimited in 2037. While I've now seen beer at my local grocers (and wine and spirits in some), I've never once been approached by a knowledgeable staff member to help me find a new great craft beer or that perfect bourbon. I fear that as the grocers gain power, customer service will be lost in the liquor industry forever. Yes, grocers are convenient, and I frequent the Safeway a few blocks from my home, but that is not how I want my liquor experience. I'm often looking for more than just an outlet to buy beer and really want to be educated on new products and trends. Only at stores like Applejack can I find this experience.

I am writing in support of Senate Bill 134 so that Applejack other great local stores can have additional sales outlets to continue to compete, thrive, and promote unique products that will never be discovered or sold without the help of knowledgeable employees.

Sincerely,

Adam Doherty