



**DISTILLED SPIRITS COUNCIL**  
OF THE UNITED STATES

September 30, 2019

Hon. Louis Luchini, Chair  
Hon. John Schneck, Chair  
Maine Joint Committee on Veterans and Legal Affairs  
c/o Legislative Information Office  
100 State House Station  
Augusta, ME 04333

Dear Senator Luchini and Representative Schneck:

I am writing on behalf of the Distilled Spirits Council of the United States, Inc., a national trade association representing producers and marketers of distilled spirits and importers of wines sold in the United States regarding the Committee on Veterans and Legal Affairs analysis of Title 28-A pursuant to Resolve 2019, chapter 15.

Our regulatory counsel has reviewed Maine's current statutes and identified areas for potential improvement during this review process. The attached document contains a series of recommendations for your consideration including the following areas: combination packaging; mail-in rebates; instant marketing promotions; contests and sweepstakes; advertising signs; consumer tastings at agency liquor stores; spirits tasting-events at on-premise licensed retail establishments; liquor tasting-events for the general public at on-premise licensed retail establishments; taste-testing event license; furnishing samples to retail licensees; TTB Subpart D exceptions; outdoor stadiums; and closeout sales and agent bonuses, which may be more appropriately dealt with through a regulatory process. While some of these were recently amended by S.P. 616/L.D. 1826 (2019) and H.P. 542/L.D. 737 & S.P. 616/L.D. 1826 (2019) during the First Regular Session of the 129th Legislature, we believe further improvements could be made.

We appreciate your consideration of our views regarding these potential changes in Title 28a. Should you have any questions, please don't hesitate to contact me by telephone at 207-831-8285, by email at [jhibbard@distilledspirits.org](mailto:jhibbard@distilledspirits.org) or our Maine counsel Andy Hackman.

Sincerely,

Jay M. Hibbard  
Vice President – Government Relations