

PROSPERITY FOR TEXAS, FAMILY-OWNED BUSINESSES

Direct-to-consumer (DTC) liquor sales would give big corporations preferential treatment over Texas and its small businesses.

CURRENT ECONOMIC BENEFITS OF THREE-TIER SYSTEM



- Texas companies employ thousands across producers, distributors, package stores, & retailers
- Decades of successful operations statewide
- Competition is preserved through the three-tier system saving consumers money and giving new market participants access to consumers

THREATS TO SMALL BUSINESSES IF 3-TIER SYSTEM IS BYPASSED

- Eradicates countless Texas jobs
- Eliminates brand diversity
- Impedes consumer choice and local access
- Challenges the ability of craft/small manufacturers to break into the market
- Jeopardizes \$250M+ in annual alcohol taxes collected by the state

