

While price posting is transparent, the arguments against it are camouflaged

Proposed changes to Connecticut's liquor laws argue that eliminating price posting will benefit consumers in the form of lower prices. CBWA suggests that when transparent pricing is eliminated, manufacturers will be able to discriminate — selecting which distributors get the best prices on products — potentially forcing consolidation of the marketplace.

Without all outlets having access to common pricing information, distributors in turn, could also discriminate against permittees.

**Proposals to eliminate price posting fail to take into account an important fact:
In Connecticut, beer is priced competitively.**

In fact, despite the myriad of regulations, high costs of doing business and burdensome taxes, consumers in Connecticut enjoy competitive beer prices with neighboring consumers in New York, Rhode Island and Massachusetts.

Where do Connecticut consumers lose when it comes to beer prices?
The higher taxes that they pay.

**THE
TALE OF
ONE SIX
PACK,
FOUR
STATES:**



To test the reality of consumer benefits from proposed changes to the current pricing systems, the same six-pack of Sam Adam's Boston Lager was purchased in all bordering States, as well as our own.

EVEN WITH CONNECTICUT'S HIGHER TAXES and BOTTLE BILL REQUIREMENTS, THE CONNECTICUT SIX PACK WAS THE LEAST EXPENSIVE OF ALL FOUR.