

## Maryland State Licensed Beverage Association

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Dear Maryland Alcohol Beverage Retailer:

## Did you know that your kosher wine sales opportunities are dramatically expanding?

## > More than 600 varietals of kosher wines are available!

Retail members of Maryland State License Beverage Association (MSLBA), wholesaler members of Licensed Beverage Distributors of Maryland, the Comptroller of Maryland and the <u>Baltimore Jewish Council</u> are working together to help promote kosher wines and we encourage you to take advantage of the opportunity to increase your sales.

A list of over 600 kosher wines that are currently available and the corresponding distributors who offer them are posted on the <u>Comptroller of Maryland's website</u> along with a *Kosher Wine Request Form* that asks consumers to provide their local retailer with the name, varietal and distributor of the kosher wine they are interested in purchasing. If your customers request a kosher wine that you don't carry, the *Kosher Wine Request Form* provides you with the name of the distributor you can order it from.

MSLBA has worked hard to maintain retail sales of alcohol beverages in Maryland, by Maryland licensees. In the 2014 legislative session, MSLBA opposed legislation that would have allowed out-of-state retailers to ship kosher wine directly to Maryland consumers (House Bill 830). After weeks of discussions with legislators and the Baltimore Jewish Council, and with help from the Maryland Comptroller and the Licensed Beverage Distributors of Maryland, we agreed to work together to better promote kosher wine, thus avoiding the legislation that would have allowed out-of-state retailers to take away your business. MSLBA believes Maryland retailers are most capable and will be most responsible in providing kosher wines in Maryland and we offer you our sincere best wishes for increased kosher wine sales. Please feel free to contact the MSLBA office with any questions.

Sincerely,

David Marberger

MSLBA President & Proprietor of Bay Ridge Wine & Spirits, Annapolis, Maryland