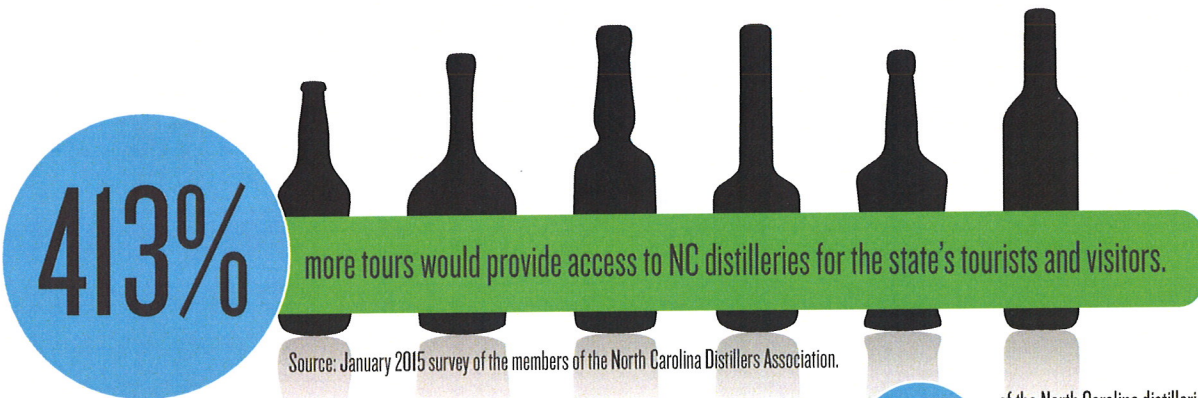
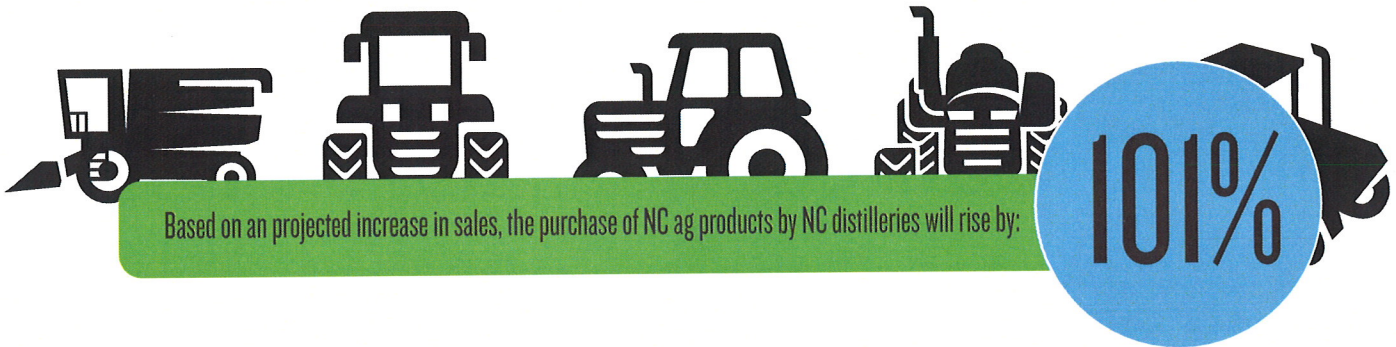


# Effects of SB 24 legislation allowing North Carolina distilleries to sell spirituous liquors to tour visitors.\*

\*SB 24 would allow North Carolina distilleries to sell one item to one customer, once a year.



**86%** of the North Carolina distilleries that responded to this survey said this bill is the most important thing to happen to their business since becoming a manufacturer in the state.

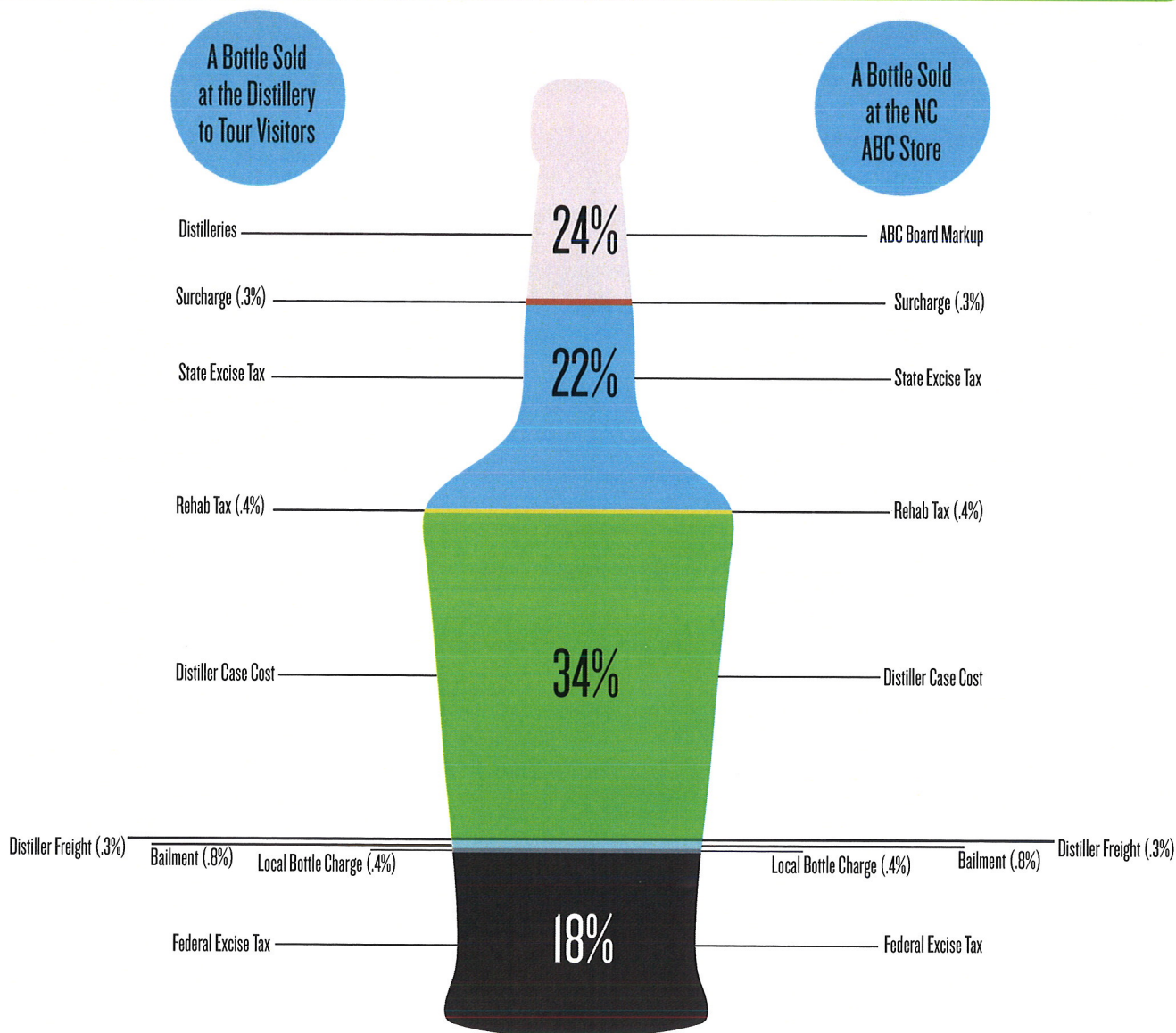
**44%**  
cumulative sales increase  
for Oregon-made products  
in OLC stores over 4 years.

**PROJECTED TO INCREASE NC ABC STORE SALES:** A similar law was passed in Oregon in 2009. Over the four years the law has been in effect, the state OLC system has had annual sales growth of 9.6% for Oregon-made spiritous liquor products.



# Where does the money go?

Passage of SB 24 does very little to disrupt the funding flow for spirituous liquors. Instead, it provides a place for NC visitors to experience NC-made spirits directly, thereby feeding sales to the North Carolina ABC system when visitors return to their home counties.



## How Does NC compare?

Of the 17 control states in the United States, NC, MS, AL, & ID are the only states that do not allow sales of spirituous liquors to distillery tour visitors.

