



BROWN | WEINRAUB

TO: Members of the NYS Legislature
FROM: Yoswein New York / Brown & Weinraub
DATE: May 23, 2023
RE: Siena College Poll: New York Voters Support Grocery Stores Selling Wine 75-18%

We wanted to just check back in briefly on the issue of wine in grocery stores, this time specifically about the strong support it enjoys from constituents across the state. The most recent Siena College poll asked New York State registered voters if they support or oppose 'allowing grocery stores to sell wine in New York State.' By an overwhelming 75-18% margin, voters support the proposal. And unlike many issues you face, this is not an issue that divides New Yorkers - either by geography or party or age or gender. A majority of every demographic group supports this proposal.

Allowing consumers to purchase wine in grocery stores is supported by 70% of voters from New York City, 77% from the downstate suburbs, and 79% from upstate. It is also supported by 73% of Democrats, 76% of Republicans, and 78% of independent voters. Women are in support 74-19%, while men support it 75-17%.

Seldom do we see issues in Albany that are as one-sided with the public as this. Forty other states (including DC) allow consumers to buy wine in their local markets - where they can already buy beer in addition to all their other groceries. In many of those states, grocers feature New York wines.

As you know, Senator Krueger and Assemblymember Hunter have introduced a new, thoughtfully updated legislative proposal to allow New Yorkers to purchase wine in grocery stores (S6786/A6989). We hope you will work with us to pass this bill this year, giving consumers the ability to buy wine in their local grocery store.

The poll was conducted by the Siena College Research Institute from May 7-11 among 810 New York State registered voters. It has a margin of error of 4.1%. The two questions about wine in grocery stores were paid for by Wegmans. The questions can be found below:

Siena College Poll Conducted by the Siena College Research Institute
May 7 - 11, 2023
810 New York State Registered Voters
MOE +/- 4.1%

Table with 25 columns: Party, Gender, Political View, Union HH, Region, Ethnicity, Age, Religion, Income. Rows include Q38 (Switching gears, do you support or oppose allowing grocery stores to sell wine in New York?) and Q39 (If don't support) Does knowing that grocery stores will receive incentives to sell wine produced by New York wineries make you more likely to support allowing grocery stores to sell wine in New York or not?

And finally, just a reminder that the Krueger/Hunter bill differs from past efforts to allow consumers to buy wine in grocery stores in several important ways:

2023	2010
<ul style="list-style-type: none"> • Limits new wine sales licenses to full-service grocery stores only. • Eliminates big-box retailers and superstores by limiting bill to stores where 65% of sales are food related. • Eliminates convenience stores, mini-marts and drug stores by requiring a minimum of 5,000 square feet. • Will generate a maximum of approx. 1,900 new wine licenses at full-service grocery stores across New York State (Note: Assuming 100% participation, which is unlikely) • Includes incentives for selling New York State wines (reduced license renewal fees based on NY wine sales) 	<ul style="list-style-type: none"> • Would have allowed wine sales licenses in any location that sold beer. • Would have allowed wine sales at Walmart, Target, Costco, BJ's Wholesale, etc. • Would have allowed wine sales in CVS, Walgreens, Stewarts, 7-Elevens, Speedways, Mobil Marts, corner delis and convenience stores. • Would have generated upwards of an estimated 8,700 new wine licenses statewide (Note: And that was at much lower than a 100% participation rate). • No incentives for promoting New York State wine sales.