



March 15, 2021

Assembly Member Jim Frazier,
Chair of the Governmental Organization Committee
1020 N Street, Room 360A
Sacramento, California 95814

**AB 1070 (Irwin) Alcoholic beverage gift restrictions: exceptions: advertising umbrellas –
OPPOSE**

Dear Chairman Frazier,

Alcohol Justice respectfully OPPOSES AB 1070 because it undermines the state's tied-house laws and would further stress the capacity of the ABC to properly enforce the bill.

In addition, allowing producers to give items of value to on-sale retail licensees will unduly influence such retailers to purchase those manufacturers' products and unduly influence customers to order and consume those products, possibly over-consuming and leading to public health & safety harms.

According to the Center for Disease Control (CDC), California already suffers more annual alcohol-related harm than any other state: over 10,500 alcohol-related deaths, \$35 billion in total costs, \$14.5 billion in state costs.

While we are sensitive to the serious challenges facing small businesses recovering from the economic disaster of COVID-19, we ask that you not sacrifice Tied-house laws designed to protect health and safety to do so. Please stop this bill in your committee to stop a policy that will benefit large alcohol producers at public cost.

Kind regards,

A handwritten signature in blue ink that reads "Bruce Lee Livingston".

Bruce Lee Livingston
Executive Director / CEO

Alcohol Justice
24 Belvedere St.
San Rafael, CA 94901
brucel@alcoholjustice.org
415 515-1856