

Cocktails To-Go: An Economic Lifeline for Hospitality Businesses



COCKTAILS TO-GO ARE BOOSTING THE STRUGGLING HOSPITALITY INDUSTRY

- The hospitality industry – which represents tens of millions of jobs across the U.S. – has been one of the hardest hit during COVID-19. According to the National Restaurant Association, social distancing restrictions have caused a 78% reduction in restaurant sales resulting in an 86% reduction in jobs.
- In response, states across the country are allowing restaurants and bars to sell cocktails and/or spirits to-go. Innovative solutions like these are helpful in mitigating some of the economic effects of COVID-19.
- As governors consider re-opening their states, expanding measures like cocktails to-go will provide critical revenue to restaurants and bars necessary to rebuild their businesses.
- Currently, more than 30 states and the District of Columbia allow some form of to-go, pick up, or delivery of cocktails or distilled spirits from restaurants or bars. We believe this should continue.
- Iowa followed by Ohio became the first states to make cocktails to-go a permanent policy in response to COVID.
- Several state legislatures have extended cocktails to-go and others, including Texas, Florida, Oklahoma and the District of Columbia, are considering making these policies permanent.

MAINTAINING RESPONSIBILITY MEASURES WITH COCKTAILS TO-GO

- The distilled spirits industry is committed to responsibility and to encouraging adults who choose to drink to do so in moderation. We strongly support tough laws and enforcement that crack down on all impaired driving.
- Cocktails to-go are intended for home consumption. In accordance with state laws, no one should be consuming alcohol while in a motor vehicle. That is why we encourage reasonable standards for containers used in cocktails to-go.
- Restaurants and bars are continuing responsible practices including ensuring patrons have valid identification verifying that they are 21 years or older.
- eTIPS Off Premise and Delivery provides delivery personnel with strategies and guidelines to protect against sales to underage and/or intoxicated customers. TIPS – (www.gettips.com) a nationally recognized expert in alcohol server training – has created A Guide for Alcohol Delivery and Carry Out (<https://getti.ps/3c5V5aF>).