



October 1, 2020

Hon. Paul Heroux, Mayor
City of Attleboro
77 Park Street
Attleboro, MA 02703

Submitted via email

Dear Mayor Heroux:

This letter is submitted on behalf of the Distilled Spirits Council, a national trade association representing producers and marketers of distilled spirits sold in the United States, to express our opposition to the proposed ban on the sale of small size distilled spirits products sold in Attleboro.

Smaller sizes of spirits products, e.g. 50 milliliters, 100 milliliters or 200 milliliters, are long established and legally accepted fill sizes at the Federal and State level, including in the Commonwealth of Massachusetts. These sizes are produced by distillers for several reasons. Among them are:

- To provide customers with an opportunity to try a new product at a lower price point before committing to purchasing a larger and more expensive size;
- To introduce new product extensions to the marketplace, such as new flavors within a product or brand line or test the market acceptance of new products;
- To allow a customer to purchase a super-premium product at an affordable price point that may be economically out of reach in a larger, i.e. 750 milliliter, size;
- To use in recipes or cooking applications where small quantities are called for and a larger size purchase would be unnecessary.

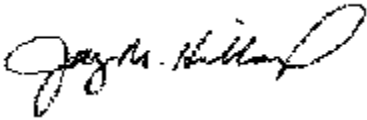
We believe the proposed ban will be harmful to local businesses that continue to face operating hardships in the current business environment, have little to no impact on the issue of litter and merely encourage customers to shop in other towns for the same products thus doubly harming Attleboro's retailers when customers make additional purchases at stores in those neighboring communities.

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Effective public policy is the implementation of principled actions taken by government officials in a manner consistent with law and designed to address a particular goal. We submit that this proposed ban fails on all measures and is misguided and unsupported by any research or causal analysis that would necessitate such a drastic action. We urge you and the members of the Council to reject a ban in favor of a public/private partnership to address the issue of litter and cooperatively work with the local retail community to find common sense solutions to making the streets of Attleboro cleaner without damaging the local economy.

Thank you for the opportunity to provide our views.

Sincerely,

A handwritten signature in black ink, appearing to read "Jay M. Hibbard". The signature is fluid and cursive, with a large initial "J" and "H".

Jay M. Hibbard
Vice President - Government Relations

cc: Members of the Attleboro City Council via email