



HOW SUNDAY LIQUOR SALES HURT SMALL BUSINESSES

75% of all Texas liquor stores are owned by mom and pops, and thousands of Texans are employed by liquor stores. Liquor stores currently operate 66 hours per week, 6 days a week, ensuring plenty of availability to consumers.

Efforts to authorize Sunday liquor sales are pushed by foreign-owned distillers and often rely on misleading statistics. In 2017, the Distilled Spirits Council (DISCUS) supported its push for Sunday sales by estimating that it would create an additional \$3.7 million/year in revenue - which only equates to \$29 per liquor store, per Sunday, per year. Store overhead costs far exceed this number.

While some claim that Sunday sales would result in profit for liquor stores, studies show that Sunday sales merely spread six days of sales over seven days instead. Furthermore, the state's 1600 single-store liquor store owners and Texas-based liquor store chains are united in their opposition to Sunday sales, which would create a competitive necessity to open their stores on Sundays for little to no additional revenue.

If we have to open on Sunday, causing overhead to go up, it will drive the cost of the product up. Given overhead costs and minimal profits, Sunday liquor sales are bad for small businesses and bad for Texas.

FOLLOW US

 @TXPACKAGE

 @TEXASPACKAGESTORESASSOCIATION