



Connecticut Food Store Association

Plan to Change Legislation for Connecticut Grocery Store Wine Sales

Prepared for the CFSA by Studio 3309
2 December 2021

Challenge

For more than 10 years, Connecticut grocery stores have not been permitted to sell wine. When legislature is presented, it is denied under the argument that wine sales at larger grocery stores will inhibit local package store sales.

According to our research, making wine available for sale in grocery stores will increase wine sales and tax revenue for Connecticut. Moreover, our research shows that most people, 53%, favor allowing grocery stores to sell wine.

Our goal is to convince Connecticut Governor Ned Lamont to endorse this change in his February budget address to increase state tax revenue and make it easier to buy wine in the state.

You have asked us to prepare a plan to collect polling opinions on wine sales in CT, enact a campaign to convince Governor Lamont to change the law, and host a news conference during the week of Dec. 10 to announce our plans.

Strategy

Since most people support selling wine in grocery stores and it will increase tax revenue, we believe Governor Lamont will support this cause.

Fact one: the legislature never passes due to the argument that it will hurt local package stores. However, research shows this is not the case.

Fact two: this legislature will increase wine sales and tax revenue in the state.

We can argue further that:

1. Allocating wine sales in grocery stores not only helps larger businesses, but locally owned grocery stores, too, as they will be able to sell more products and therefore make more money.
2. There will always be a demand for alcohol, including wine. Making it more accessible in more locations will increase revenue, in general.

Over the next coming months, we will enact a social media campaign, poll outside of Connecticut grocery stores, and release an opinion article to be published in local newspapers. On Dec. 10, we will host a press conference to release our findings.

Here is a breakdown of the campaigns.

Social Media

The social media campaign will be the largest component of our project. According to a Feb. 8 poll by [Pew Research](#), 72% of U.S. adults say they use at least one social media site. Based on this research, it is readily available to the average citizen. It is also free to use. The CFSA will use their own Instagram, Twitter (both @CFSA), and Facebook accounts as well as new accounts called @CTWineSales will be used during the campaign.

Hashtags we will use include #CTWineSales, #CTWantsWine, and #MakeWineMoreAccessible to track our posts and reach users.

Posts will begin immediately. The first post will outline who the CFSA is and their mission. Then, posts will describe what is listed in the “Challenge” section, so viewers know the issue at hand and what the CFSA hopes to accomplish (being wine sales in grocery stores in Connecticut).

Next, we will find users to share their personal stories about how wine sales in grocery stores will positively affect them. We want to find “mom and pop” grocery store-style owners and buyers who use these stores. The posts should have something to do with them telling the benefits of having more accessibility and access to wine in their areas as well as the monetary benefits it will cause. For example, we could find a local grocery store owner who talks about the profits that could occur for their business and we take photos of the establishment and the owner.

Then, we will create a series of posts establishing our data. We need to show that most people are in favor of wine sales in the state. There should be a call-to-action post, saying that the legislation in Connecticut should reflect what most citizens support.

These two styles of posts should alternate daily or multiple times a day to keep the feed consistent.

To gain followers, we will search for Connecticut package store and grocery store social media accounts and follow them and some of their followers. This should cause us to gain followers, or at least have users click on our social pages.

We will also utilize the “story” option on Instagram and Facebook. We will create a submission box encouraging users to write how wine sales at grocery stores will positively affect them. We can then repost these to our story and collect response as another form of data.

Throughout the campaign, we will track social media engagement and demographics. This data will be used to show the variety of people that are aware of the CFSA’s cause.

Polling

Polling will occur outside of at least two chain and two local Connecticut grocery stores per county. There will be two questions asked to each participant:

1. Would you be in favor or not in favor of legislation allowing the sale of wine in grocery stores in Connecticut?
2. What are the three grocery stores (which can be local or chain) you most frequently visit?

Participants will be able to take free merchandise after submitting their answers. We will have a variety of small items to hand out that are relevant to our cause, such as buttons and pens. The merchandise will have different designs featuring the name and logo of CFSA, information relevant to wine sales, and various hashtags and social media information.

The polling areas will feature a variety of flags, banners, and flyers promoting our cause.

Opinion Article

Opinion articles in favor of wine sales in Connecticut will be written and sent to Hearst Connecticut Media Group Newspapers and the Hartford Courant. There will be one article written for each newspaper. The articles will come from a citizen's perspective, telling a story of how accessibility, specifically to food and specialized goods like alcohol, are important. Moreover, it will mention that it wouldn't hurt local businesses, rather help their profits.

We will repost these articles to our social media to help gain traction.

We will also collect these articles as data to show that this is a relevant topic that citizens are discussing.

Other Considerations

It is essential that we have a statistician check over our questions before we ask them to ensure that it is unbiased. We do not want to sway opinions, rather have real and reliable data that we can work with.

We must make sure that we are polling in diverse areas. Therefore, we must go to multiple grocery stores in every county, so our sample has a more likely chance of being representative of the entire Connecticut population.

We need to ensure that people understand that this will not hurt local businesses, rather help them. Our research shows that all stores will gain profits from being able to sell wine, not just chain stores. This is reflected in other states whose laws allow grocery stores to sell wine.

It would be beneficial to hire people to create posts for and manage the social media accounts. To keep this low-cost, we can offer unpaid internships to college students. If necessary due to time constraints, a paid position can be made to be filled immediately. We will also need to hire individuals to work at our polling stations.

Opposition

This argument will not be relevant to people who do not drink alcohol. This means that people could opt out of polling since it is not relevant to them, or they will oppose it since they do not drink it.

To counteract this, we need to poll as many people as possible and be persistent with it. The opposition should be lower, regardless, based on our previous polling.

Timeline

The social media and polling campaigns will begin immediately. We will keep our social media pages active until legislation is changed.

Polling will start on Dec. 13 and continue through late January. We will present the findings to Governor Lamont.

One opinion article will be released prior to the press conference and the rest will be released after. We want at least one to be out to show that this is current public discourse.

Cost

We work on a weekly fee basis. Over the three weeks we will charge at a rate of _____ per week.

Summary

Due to our previous polling results and research, we believe that this will be a successful campaign in bringing wine sales to Connecticut grocery stores. The majority of citizens are already in favor of bringing wine sales to grocery stores, so our new data should reflect that. This issue affects anyone over the age of 21 that drinks wine, which is many people.

Our campaign efforts should garner local attention. With our presence both in person and online, we can gain a large following to support the cause.

All of our previously collected data will be ready to present by the press conference on Dec. 10. We will have sufficient evidence to present to Governor Lamont to ask him to support our cause. We will continue to research after the conference to present it again before the budget address in February.

We expect the highest costs to come from paying for poll workers and social media managers. However, since this campaign only lasts a few weeks, the cost shouldn't be high.

Below, you will find other materials needed in preparation for our Dec. 10 press conference.

Studio 3309 looks forward to working with you. We can meet in person, through video conference, or over the phone for your convenience.

For more information on our company, visit studio3309.com.

Thank you.

Connecticut Food Store Association News Advisory

FOR IMMEDIATE RELEASE

Contact: Jane Doe
CFSA President
123-456-7890

Connecticut Food Store Association to Host Press Conference about Wine Sales in Grocery Stores Legislation Initiative

On Dec. 10 at 1 p.m. at New Haven City Hall, the Connecticut Food Store Association will host a press conference to discuss their initiative for wine sales to be allocated in grocery stores in Connecticut. They will present their research and poll findings at the event and present it to Governor Ned Lamont.

Who: Connecticut Food Store Association

What: Press conference about wine sales at grocery stores in Connecticut

When: Friday, Dec. 10 at 1 p.m.

Where: New Haven City Hall.
165 Church St.
New Haven, Connecticut.

Why: To discuss legislation change.

CONTACT: Jane Doe

FOR IMMEDIATE RELEASE: 12/10/2021

CFSA

123-456-7890

Connecticut Food Store Association Announces Campaign to Change Wine Sale Laws in Connecticut

CFSA calls on Governor Ned Lamont for Action

New Haven, Conn.—The Connecticut Food Store Association (CFSA) announced a campaign today to change alcohol sale laws in Connecticut, allowing grocery stores to sell wine. The organization presented data and research to support their cause to garner the attention of Governor Ned Lamont who will present his budget address in February.

Representative for CFSA, Jane Doe, presented the information. Their polling research from earlier this year showed that 53% of citizens were in favor of grocery stores selling wine.

Doe said that the CFSA will continue to research through polls until late January, showing that the majority of citizens are in support of the legislation.

“This legislation will not only make it easier for citizens to have access to wine but will increase profits of local and chain grocery stores across Connecticut,” said Doe. “Tax revenues will also flourish in the state when the legislation is changed.”

“I call on Governor Ned Lamont to endorse our campaign for the well-being and accessibility of all Connecticut residents,” said Doe.

To follow their social media campaign, visit @CFSA and @CTWineSales.

TALKING POINTS FOR JANE DOE

INTRODUCTION

- **Welcome** everybody to the press conference.
- Introduce yourself, **Jane Doe, President of Connecticut Food Store Association.**
- We are a group of individuals who **represent 11 grocery stores** throughout the state and make it easier for them to operate.
- We are here today to talk about **legislation** that needs to change.
- Wine has not been sold in Connecticut grocery stores in over **10 years.**
- It's time for that to **change.**

WHY?

- Legislation is brought forward often **but not passed.**
- People **think it will hurt** locally owned grocery stores and benefit big ones.
- This is **not true**, and we have research to prove it.

RESEARCH

- We have a poll from last year that shows that **53%** of people are in favor of wine sales in Connecticut grocery stores.
- This is a **significant** amount of people.
- Research from other states such as **Massachusetts and Maine** show that it will not hinder smaller grocery stores.
- It will be a **tax benefit** to Connecticut.

- This will be **beneficial to all citizens** in the state because of the revenue.

OUR PLAN

- Want **Governor Lamont** to support our cause.
- Want it included in his **budget address** in February.
- We will **continue to research** until the end of January to update the poll information.
- **Polling** will be outside of at least four grocery stores per county.
- We will also have a **social media** campaign that you can follow, @CFSA and @CTWineSales.

BENEFITS

- **Tax revenue** is always beneficial to the state.
- There will be more **access to goods** for all in more places across the state.
- Legislation should **reflect what the majority** of the population wants.
- Will show that the **government cares** about its citizens and reflects their desires.

CLOSING

- Remind them to **follow** the social media campaign.
- Ask if there are any **questions**.
- **Thank** everybody for coming.

Wine Needs to be Sold in Connecticut Grocery Stores By Kayla Mutchler

For decades in the state of Connecticut, wine has been banned from being sold in grocery stores. You can buy a beer with your dinner; but if you want a bottle of wine, you have to stop at a liquor store before you go home. It is time to change that.

I live 10 miles to the nearest liquor store; two miles to the nearest grocery store. In Connecticut, this isn't uncommon. Unless you live in a highly populated area, it's more likely that there will be a grocery store near you than a liquor store.

Citizens deserve equal access to all types of alcohol.

Grocery stores sell beer ranging from [12 to 15 percent](#) in alcohol content. However, wine, which typically lies within that range, is not allowed. It does not make sense.

An argument that always occurs centers around local liquor stores and how they will be affected by a change in legislation. Many assume that allowing chain grocery stores to sell wine will harm smaller businesses.

This is not the case.

Regardless of wine and beer, there will always be a need for liquor stores. You cannot buy hard liquor anywhere else other than at a liquor store. For specialty goods, such as certain cocktail mixers, you must go to a liquor store. There will always be a demand for them.

And liquor stores aren't the only local businesses in Connecticut. Changing this law would allow local grocery stores to obtain liquor licenses and sell wine, too. It benefits multiple stores, not just chains.

Think about accessibility.

In Union, Conn., the smallest town in the state, it is easier to cross the border into Massachusetts to get alcohol than get in their own state. However, if the liquor laws were changed, they could access wine closer to home.

And this isn't relevant in just Union. This is prevalent across the state.

Each person lives in different areas that may or may not have access to alcohol. To make it easier for everyone, it is important to increase accessibility.

I know what it's like to not live near a liquor store. It is tiring. At the end of the day when I've gotten off work and need to go grocery shopping, sometimes I want alcohol, too. When I go to the drink aisle and only see beer, which I do not drink, I know that I have to make another stop that is completely out of the way. Then, I don't end up getting it. If wine were sold in grocery stores, I and countless other citizens wouldn't have to worry about this problem.

Moreover, this wouldn't just benefit the people, but also the state. Allowing wine sales at more locations will require taxation. That will increase tax benefits for the state. Connecticut always needs tax revenue. With the constant demand for alcohol, tax revenues will flourish. This money can be allocated anywhere.

A majority of citizens in the state are in support of this legislation, too. A study from early 2021 showed that 53% of people are in support of changing the law to allow wine sales in grocery stores.

It is time to change the laws in this state.

With over half of the population wanting change, the government must listen to the wants of the people. Governor Ned Lamont has the power to change this legislation. With his budget proposal coming up in February, he needs to add it to his policy.

When the government listens to what the people want, democracy flourishes. This is necessary for keeping positive relations between the government and the people.

This legislation is outdated, and it is time for change. The government needs to listen to its people and bring wine to Connecticut liquor stores.