



americancraftspirits.org

Guidelines for Necessary Elements of a Model DtC (Direct to Consumer) Bill

- 1 On-Site Sales:** the right to sell direct from the distillery to a consumer present at the site.
- 2 Right to Ship:** the right to sell and ship to a consumer in the manufacturing state.
- 3 Remote Sales Allowed:** the right for the consumer to purchase through electronic sales.
- 4 Reciprocity:** reciprocity with any other state that allows the same as guideline 2 and 3.
- 5 Reasonable Costs:** reasonable costs for direct shipment licensing fees (~\$100/annum).
- 6 Reasonable Proof of Shipment:** licensing should provide for reasonable proof of shipment or lack thereof.
- 7 Reasonable Penalties:** reasonable penalties for non-filing or illegal shipments. Further, the state of the manufacturer should consider a mechanism to ensure tax payments in the receiving state.
- 8 Reasonable Limits:** could potentially include reasonable limitations on annual or monthly volume to an individual consumer.
- 9 Gift Shipments:** ability for a consumer to designate another recipient (i.e., a gift).
- 10 Proof of Age Requirements:** reasonable requirements for proof of legal age for purchase and receipt.
- 11 Third Party Fulfillment:** ability to use third party shipping and delivery companies. Bill should reflect conversations with fulfillment providers to ensure there is no other legislation that might prevent fulfillment.