

# NABCA

# DAILY NEWS UPDATE

Monday, April 18, 2022

[www.nabca.org](http://www.nabca.org)



## TODAY'S NEWS

- MI: Breweries enter 'make-or-break' year as industry slowly rebounds from the COVID-19 pandemic
- India: Like drinking? On World Liver Day, here's some tips to make sure your habit doesn't hurt you
- A New Way to Ship Alcohol Could Eliminate Single-Use Bottles
- Kindergartner brings tequila to school, shares with classmates

## UPCOMING EVENT

### 85th Annual Conference

[Register for the 85<sup>TH</sup> Annual Conference!](#)

May 23-26, 2022, Phoenix, AZ.

Go to NABCA's website to register and for details on how to book your stay at the JW Marriott Desert Ridge. Questions? Contact [meetings@nabca.org](mailto:meetings@nabca.org).

## JOB OPPORTUNITY

The **Virginia ABC Authority** is currently seeking a [Chief Digital and Brand Officer](#) to support executive efforts at the intersection of digital engagement and how customers and employees experience Virginia ABC. The position will directly support the Communications, Digital and Web Operations and Education and Prevention divisions. Application deadline is April 29, 2022.

## NABCA NEWS

### The Collection: An Alcohol Research Summary

A comprehensive overview of the latest scientific evidence on important topics related to alcohol policy.

### Sharing Solutions E-Newsletter!

A platform for the NABCA community to share successful Implementations and lessons learned about your good work.

## ADDITIONAL LINKS

Visit NABCA's website for information on:

- [Control State Agency Information](#)
- [Doing Business in Control States](#)
- [NABCA News](#)

## CONTROL STATE NEWS

### MI: Statistics on alcoholism in Michigan

The Daily Mining Gazette

By Graham Jaehnig, Staff Writer

April 18, 2022

In Michigan, Alcohol.org conducted a survey of 4,957 drinkers to find out how many can identify with some of these warning signs and symptoms of alcoholism in themselves, an April 14 release from whitehotpr.com stated. It was discovered that overall, 1 in 5 drinkers in Michigan (20%) said they could identify with at least one sign of alcoholism. Nationally, this figure was thirteen percent: 15% of men felt this way as compared to 11% of women. This figure was highest in Delaware (38%) and lowest in North Carolina, where just 6% of drinkers said they could identify with at least one sign of alcoholism.

These figures were also analyzed by age group and the results were as follows:

Age group ... % who identified with at least one sign of alcoholism

- 18-24 .....12
- 25-34 .....14
- 35-44 .....15
- 45-54 .....12
- 55-64 .....15
- 65+ .....10

Of those Michigan drinkers who said they identify with at least one sign of alcoholism (national figures in brackets):

52% (40%) said they can relate to the feeling of constantly monitoring their alcohol situation, like always making sure you have a full glass or keeping an eye on the bartender in case he disappears and you can't get a refill. If there's a bottle of wine at the table to share, do you wonder if you'll be able to pour another glass without judgment?

Another 15% (27%) of respondents here could identify with continuing to drink alcohol once they start. One drink often leads to another, and eventually, it can become a habit that continues and worsens over time, especially if your tolerance increases and you require more alcohol to achieve the desired effect.

10% (8%) said they sometimes drink even when they don't want to.

9% (6%) of drinkers said they do things while drunk that they don't intend to.

8% (9%) percent of people could identify with having feelings of regret about their drunken behavior.

Another 4% (8%) said their drinking leads to negative consequences.

2% (2%) said they sometimes black out.

Intoxication can leave you in an altered mental state, especially if you were feeling down or troubled prior to drinking. Some people lose control over their actions when intoxicated, which can lead to regrets and consequences.

Despite things like recommended guidelines and alcohol serving amounts, it's important to note that alcoholism has varying ranges and greatly differs depending on the individual and a host of other circumstances, like their physiological and mental state. Two drinks might be pushing it over the edge for someone who may notice symptoms of alcoholism in their drinking habits but another person might be able to have four drinks without any indication of a further pressing issue.

In addition to the above signs and symptoms that could indicate a potential problem with alcohol, Alcohol.org explains several others which could hint towards alcoholism:

- Feeling powerless in terms of controlling one's own level of alcohol use.
- Wanting to reduce drinking but being unable to do so.
- Developing a higher tolerance for alcohol, or needing to drink more over time to reach the desired effects.
- Experiencing alcohol cravings when not drinking or withdrawal symptoms like sweating, shaking and nausea.
- Continuing to use alcohol even if it leads to personal, social, physical and relationship problems.

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**MS: Ready-to-go cocktails are available on retail shelves. Here's where to find them.**

## Mississippi Clarion Ledger

By Kiara Fleming

April 17, 2022

People who love a good drink can now grab ready-to-drink canned cocktails from the shelves of some of their favorite retail outlets, thanks to legislation passed by the Mississippi Legislature in July 2021.

Supermarket and convenience store shelves are now stocked with the ready-to-drink canned cocktails from makers including Absolut, Bacardi, Crown Royal, Jack Daniels, Jameson and Malibu, to name a few.

"My husband loves them," said Abby Rowland of Brandon who was shopping at the Kroger in Pearl. "I buy them all the time for him now when I grocery shop."

Before the legislation passed, ready-to-go cocktails were only sold in liquor stores.

"We are excited to now offer ready-to-go cocktails from the leading spirits brands in the country," said Brian Drennan, President of Capital City Beverages, a Jackson-based family-owned beer and wine distributor.

Under the law that took effect in February, cocktails can now be sold in grocery stores, convenience stores, drug stores and bars that don't have a liquor license.

"The new state law allows spirit-based products up to 7.5% alcohol by volume to be sold at retail locations," according to a press statement from Capital City Beverages.

Cocktail flavors offered in stores include Crown Royal, whisky and ginger ale mixed, Crown Royal peach tea, Crown Royal apple, Jack Daniels, Kahlua honey and lemonade, and Jameson.

"Every cocktail is very authentic and made with real Crown Royal flavors," said Gene Sheriff, president of sales at Capital City Beverages. Sheriff said the drinks are available for purchase seven days a week.

"Everything during the pandemic helped change legislators' minds about the idea of selling cocktails or any type of alcoholic beverage to go in restaurants because of the ability to comply with alcohol laws," according to a CNBC.com story on Marbet Lewis, CEO of Spiritus Law. The firm represents highly regulated industries such as the alcohol industry.

Sheriff said 1,500 stores in 19 Mississippi counties are selling the ready-to-go cocktails distributed by more than 40 suppliers.

Sheriff said that the beverages offer consumers more choices when shopping, ultimately leading to new revenue for different retailers and boosting the state's economy.

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### **PA: More Wawa locations selling beer will open in Pennsylvania this year, CEO Chris Gheysens says**

*Beer is sold at a Wawa in Boothwyn.*

Philadelphia Business Journal

By Laura Smythe – Reporter, Philadelphia Business Journal

April 18, 2022

Delaware County-based convenience store chain Wawa is continuing to corner the alcohol market by debuting up to 10 new beer-selling stores in Pennsylvania this year, CEO Chris Gheysens told the Business Journal.

One forthcoming Wawa location in Berks County that has applied for a liquor license is slated for 8053 Chestnut St. in Hereford, according to the Pennsylvania Liquor Control Board. Existing Wawa stores that have alcohol sales pending include 579 N. Lewis Road in Royersford and 600 N. West End Blvd. in Quakertown.

A handful of other Pennsylvania outposts currently sell beer, Gheysens said. Those include 2608 Chichester Ave. in Boothwyn; 1139 Horsham Road. in Horsham; and the 2600 Penrose Ave. "stadium store" in Philadelphia.

The count in Pennsylvania is small when compared to the number of locations with liquor licenses in some of the company's other markets. For example, beer is available in all Virginia and Florida locations, Gheysens said.

It all comes down to differences in state liquor law. In Florida and Virginia, the laws make it easier for a convenience store to receive the greenlight to sell alcohol, he said. In Pennsylvania, the process is more complicated as convenience stores must purchase a restaurant liquor license, which also requires a store to offer seating.

Cost is a deterrent in Pennsylvania, Gheysens said, noting that in the chain's other markets liquor licenses sell for hundreds of dollars, whereas in the Keystone State prices start around \$100,000 and run up to a few hundred thousand dollars.

Gheysens spoke with the Business Journal about Wawa's alcohol strategy during a one-on-one sit-down interview at a Boothwyn store during the 58-year-old company's annual Wawa Day celebration. During the event the chain recognizes standout customers and announces corporate giving donations, which this year included \$1 million each to Special Olympics Pennsylvania and the Check Out Hunger campaign by Feeding America Food Banks.

Liquor license prices vary drastically from county to county in Pennsylvania, Gheysens noted, and as other retail stores like Wegmans vie to get into the game it further drives up prices.

"From an economic perspective [it] isn't quite viable," he said.

Integrating liquor licenses into Wawas comes down to addressing a customer need as many people will stop at Wawa for meals like hoagies, then go down the street to another store to purchase beer on the way home, Gheysens noted.

The forthcoming beer-selling Pennsylvania stores are part of a strategy that he characterizes as "just beyond test" in maturity. Wawa isn't fully rolling out the product offering or store model because it's challenging to add the alcohol space to existing locations.

As such, the beer section will largely be part of a new-store concept, Gheysens said.

In the coming years Wawa is embarking on its "most aggressive growth" plan in its history, Gheysens said, aiming to essentially double its store count within the decade. The company currently has about 965 stores in Pennsylvania, New Jersey, Delaware, Maryland, Washington, D.C., Virginia and Florida.

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## **MI: Breweries enter 'make-or-break' year as industry slowly rebounds from the COVID-19 pandemic**

MiBiz

By Jayson Bussa

April 17, 2022

With 2021 data pointing to a healthy rebound for the ailing nationwide craft beer industry, West Michigan brewers are heading into a pivotal year.

Boulder, Colo.-based industry trade group Brewers Association (BA) released its annual report earlier this month, painting a picture of an industry that rebounded from a slump associated with the COVID-19 pandemic.

Production-wise, the industry experienced 8-percent growth, more than the BA originally forecast.

Still, the industry has not crept back up to pre-pandemic levels in 2019, and the group cautioned that many brewers are not yet out of the proverbial woods.

"I do think it's possible that, even with a bounce back year, many breweries are still struggling with the effects of the pandemic, so 2022 is going to be a make-or-break year for many breweries," Brewers Association Chief Economist Bart Watson said during a press conference that accompanied his group's report.

Production volume is one key metric that the organization tracks to gauge the vitality of the industry. In 2021, small and independent brewers produced 24.8 million barrels of beer, which was up 8 percent from the previous year.

Craft beer grew its market share to 13.1 percent while the beer market as a whole grew by 1 percent, now standing as a \$26.9 billion industry.

### **(Still) open for business**

When the pandemic descended on the industry and had many breweries temporarily shutting down on-premise operations, many industry analysts cautioned of the potential for a major rash of closures. That hasn't materialized, and the recent BA report shows it's unlikely to anytime soon.

Operating craft breweries continued to increase in 2021, reaching an all-time high of 9,118. This included 646 new brewery openings and 178 closings.

"The closing number is still surprisingly small," Watson said. "I think this low closing number is real. I think we'll see a lower percentage of closing numbers than we've seen in previous years. I think that can be

attributed to two things. One, a strong bounce back for craft brewers. ...The second is government relief."

Scott Newman-Bale, CEO of Bellaire-based **Short's Brewing Co.**, agreed that the industry never reached the day of reckoning that many predicted.

"We haven't seen it in Michigan and haven't really seen it as a nationwide trend yet," he said. "I think we're starting to see pockets. If you look a little closer-- maybe in California or the west coast in general-- I think we're starting to see some significant turnover."

Government relief is the key component that has made it tough for anyone to see clearly into the industry's crystal ball, according to Newman-Bale.

"I don't think, when we first started talking about the pandemic, that we factored in the huge amount of money the government was going to print. As that runs out, I think the true state of the industry will become aware, and I don't think we actually know what it is," he said.

### **On/off premises**

Breweries had to continuously tinker with their business model during the pandemic as demand shifted from on-premise consumption-- at bars, taprooms and brewpubs-- to retail and back.

Watson said the resurgence of on-premise consumption in 2021 has benefitted breweries. However, that isn't necessarily the case for Jason Spaulding and **Brewery Vivant**.

Spaulding, co-owner of the Grand Rapids-based brewery, said wholesale typically accounts for 30 percent of the Grand Rapids-based brewery's sales. The brewery has seen a 30-percent drop in that segment of its business compared to 2019, as roughly

2,000 of its 3,000 kegs are sitting empty in its warehouse.

"What we've seen is bars that have 12 taps on are only running six of them-- we're seeing the restaurants are being conservative and that's understandable," Spaulding said. "The six beers they do have are probably doing well, but it makes it that much more difficult to get on tap at these places. ...They're going for the sure things, like the bigger breweries."

Another highlight in the report indicated that the craft beer industry accounted for 172,643 direct jobs, which was a 25-percent jump from 2020.

"Jobs numbers bounced back and it's great to see breweries and taprooms, as they open, are back in job creation mode," Watson said.

## INTERNATIONAL NEWS

### **India: Like drinking? On World Liver Day, here's some tips to make sure your habit doesn't hurt you**

The Free Press  
FPJ Web Desk  
April 18, 2022

*Overconsumption of alcohol causes this most frequent liver illness. If you drink too much alcohol and overload your Liver, the excess alcohol will circulate in your blood. As a result, our organs such as the brain and heart are affected, increasing drunkenness*

**World Liver Day** is held each year on 19 April to generate awareness of how important the liver is to our survival.

Not only is your liver the largest organ inside your body, but it is also one of the body's hardest-working organs: filtering good from bad, making and storing vitamins and minerals, and assisting with hormone production which can help regulate our mental health and blood sugar levels.

The liver manufactures, stores, and processes everything you put in your body, including food, alcohol, medicine, or toxins, which can come from our environment, food, cosmetics and cleaning products. A healthy human liver also holds about a two-year store of Vitamin A, which is responsible for boosting your immune system, supporting growth and strengthening your vision.

Following the adoption of a resolution during the 63rd World Health Assembly in May 2010, World Hepatitis Day was given global endorsement as the primary focus for national and international awareness-raising efforts and the date was changed to July 28, in honour of Nobel Laureate Baruch Samuel Blumberg, discoverer of the hepatitis B virus, who celebrates his birthday on that date.

The resolution resolves that "28 July shall be designated as World Hepatitis Day in order to provide an opportunity for education and greater understanding of viral hepatitis as a global public health problem, and to stimulate the strengthening of preventive and control measures of this disease in Member States."

World Hepatitis Day is now recognised in over 100 countries each year through events such as free screenings, poster campaigns, demonstrations, concerts, talk shows, flash mobs and vaccination drives, amongst many others. Each year a report is published by the WHO and the World Hepatitis Alliance detailing all the events across the world.

Any disorder that affects the Liver and prevents it from working is typically referred to as cirrhosis.

The following are some of the most frequent liver diseases:

- Non-alcoholic fatty liver disease (NAFLD) is a type of liver disease that
- Hepatitis C and Hepatitis B are two different types of hepatitis.
- Cirrhosis of the Liver is a disease that affects the Liver.
- Hepatitis caused by alcoholism
- Hepatitis A is a virus that causes liver disease.

Cirrhosis of the Liver is the most prevalent chronic liver disease, and it occurs when diseased tissue replaces healthy liver tissue over time due to significant liver damage.

Nearly a third of people with liver cirrhosis are asymptomatic. According to estimates, cirrhosis of the Liver is expected to become the 12th most significant cause of death by 2020.

Overconsumption of alcohol causes this most frequent liver illness. If you drink too much alcohol and overload your Liver, the excess alcohol will circulate in your blood. As a result, our organs such as the brain and heart are affected, increasing drunkenness.

The following are the consequences of persistent alcohol abuse:

- Liver cells are destroyed
- The Liver becomes fatty
- Inflammation of the Liver
- Cirrhosis of the Liver is irreversible
- Cancer of the Liver

Hepatitis refers to the inflammation of the Liver. Hepatitis is classified into five categories based on the virus that causes it. Ingestion of infected food/water causes Hepatitis A and E, while transmission/exposure to infective bodily fluids, blood, and sperm cause Hepatitis B, C, and D.

In a healthy body, the liver removes toxins and produces bile, a protein that breaks

down fat into fatty acids so that they can be digested. Fatty liver disease damages the liver and prevents it from working as well as it should, but lifestyle changes can prevent it from getting worse.

The first line of treatment for NAFLD is weight loss, through a combination of calorie reduction, exercise, and healthy eating.

In general, the diet for fatty liver disease includes:

- Fruits and vegetables
- High-fiber plants like legumes and whole grains
- Significantly reducing intake of certain foods and beverages including those high in added sugar, salt, refined carbohydrates, and saturated fat.

## INDUSTRY NEWS

### **A New Way to Ship Alcohol Could Eliminate Single-Use Bottles**

Supply Chain Brain

Bloomberg

April 18, 2022

Decades of marketing and overpackaging products means there's plenty of low-hanging fruit in the effort to make the beverage industry greener. And while many of the efforts to reduce waste have concentrated on recycling the billions of plastic containers, aluminum cans and glass bottles the industry uses each year, one of the easiest and most cost-effective ways to cut emissions, energy and consumption of raw materials is to rethink the way drinks are packaged and transported.

Take Singapore-based EcoSpirits, which has introduced a change to the way alcohol is shipped and sold that could eliminate an average of 60% to 90% of the carbon dioxide



associated with the traditional packaging and distribution of premium spirits, according to a study performed by Deloitte. Its system has drawn partnerships with iconic hotels such as London's Savoy and Singapore's Raffles Hotel as well as global drinks brand Pernod Ricard.

Here's how it works: instead of putting the liquid into glass bottles and then shipping them around the world, the producer transports the liquid in bulk. Once it reaches the local market, the drinks are decanted into smaller, reusable containers called ecoTotes that are sent to the venue, such as a bar or a hotel. There the drink is put into the bottles that consumers are used to, or dispensed directly into a glass via an integral tap. The empty containers are returned to the processing plant for refilling. EcoSpirits estimates each ecoTote could eliminate more than 1,000 single-use glass bottles over its lifetime.

With consumer pressure growing, producers of luxury alcohol brands are looking for solutions like this to help them adopt so-called circular models that reuse materials and reduce waste and pollution. Many of the strategies adopted so far are based on reducing the size and weight of bottles and cans and stepping up efforts to get consumers to recycle containers. But reducing the use of cans and bottles altogether has added benefits in reducing shipping emissions and energy use.

"The transition to circular packaging technology is one of the most important movements in the spirits industry today," Paul Gabie, ecoSpirits chief executive officer, said in an interview. "Circular is one of the most effective ways for our industry to do its part in supporting the United Nations Sustainable Development Goals and the global drive to net-zero carbon emissions."

EcoSpirits is one of several companies offering beverage makers ways to slim their

shipment profiles. Colorado-based BrewVo has developed a way to extract water and alcohol from beer before shipment and reconstitute it at the destination. London-based Packamama makes lie-flat wine bottles that are 87% lighter than traditional cylindrical glass ones and 40% smaller, so almost twice the amount of product can be shipped in the same space, according to the company. It said sales volumes rose more than 20-fold in 2020 and growth has continued despite the pandemic.

Simple changes can make a big environmental difference in food and beverages, said Santiago Navarro, Packamama's founder and chief executive officer. "The simplicity of the innovation is so impactful that many see it as obvious once implemented and even question why it was not done before," Navarro said in an email. "It is important that we challenge the status quo, and rethink outdated technologies by questioning base assumptions."

EcoSpirits says its program to reduce single-use glass waste saves 30 grams of carbon emissions per serve.

"Leveraging tech for ESG can be transformative for our planet," said Sui Ling Cheah, ecoSpirits' new chairman and an operating partner at venture-capital firm Wavemaker Partners, who has decades of investment-banking experience at the likes of BNP Paribas and JPMorgan. "Their ability to create significant impact through innovation and technology-- on top of a robust and sustainable business model-- is really impressive."

One of the early adopters of EcoSpirits' technology is Singapore's Raffles Hotel, which has been using the technology since 2018, the year the company started, for the hotel's iconic Singapore Sling-- a mixture of gin, cherry liqueur, Bénédictine curaçao,



pineapple juice, lime juice, grenadine and bitters invented by bartender Ngiam Tong Boon in 1915.

By the end of last year, EcoSpirits was licensed in 18 countries, from the U.S. and U.K. to Norway, Germany, Vietnam and the Seychelles. It's planning to expand into around 12 more this year, including the Philippines, the Netherlands, Israel and Mexico.

The drinks industry still has some issues on the environmental front, regardless. Spirits manufactured in one location might be flown anywhere else in the world. The sourcing of ingredients can be a drain on the food-and-beverage supply chain, too. And while the likes of ecoSpirits and Packamama may be changing some practices, there's still an awful lot of single-use glass, and packaging and container space being used between the creation of the product and the moment it hits a customer's mouth.

Still, while it's unlikely to be emissions-free anytime soon, there are ways it's trying. EcoSpirits, for example, has a Forest Program, where one tree is planted for every cycle of an ecoTote through the network, saving about 120 grams of carbon per serving, according to the firm.

A partnership with The Savoy in London led to the Co-Naissance Cocktail in mid-2021, developed in collaboration with the hotel's Senior Mixologist Cristian Silenzi. It contains Portobello Road Gin in the ecoTote, re-carbonated Champagne, and two unique locally foraged London ingredients, elderflower from Little Venice and fig leaves from Embankment Gardens. In addition, one native tree was planted in Borneo for each cocktail served during the collaboration period.

Penicillin in Hong Kong, which won the Ketel One Sustainable Bar Award among Asia's 50

Best Bars in 2021, partnered with ecoSpirits for its signature "One Penicillin, One Tree" cocktail and promotes its relationship with the startup on its website.

Last month, ecoSpirits announced its partnership with Pernod Ricard, one of the world's largest spirits and wine companies, which will begin a pilot program to make its brands Absolut Vodka, Beefeater Gin and Havana Club Rum available in ecoTotes to as many as 80 bars, restaurants and hotels in Singapore and Hong Kong. That should reduce the carbon emissions of packaging and distribution for the participating brands by an average of 66%, ecoSpirits estimates.

"This new pilot program is only the start of our long-term sustainability journey," Hermance De La Bastide, Pernod Ricard's vice president of corporate affairs in Asia, said in an email. She said the drinks-maker was looking to expand the program to other markets in Asia and beyond.

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## **Female Founders At The Helm Of The Sober Curious Movement (excerpt)**

*Cheers to that!*

The Zoe Report  
By Natalia Lusinski  
April 18, 2022

You've probably heard of Dry January, when people give up alcohol for the month, whether it's health-inspired, part of a New Year's resolution, or another reason. But some people have chosen an alcohol-free (or alcohol-light) life outside of January. In fact, of late, there's a whole "sober curious" movement forming ... with some key female founders at the helm, creating products that make the transition a bit tastier.

But what does being "sober curious" even mean? Ruby Warrington, author of *Sober Curious: The Blissful Sleep, Greater Focus, Limitless Presence, and Deep Connection*

*Awaiting Us All on the Other Side of Alcohol* and the host of the *Sober Curious* podcast, explains. She tells TZR via email that she wrote the book after having been "sober curious" herself for nearly a decade and then coined the term around her conflicted feelings about alcohol. In 2015, she began speaking openly about it and realized many people could relate: they knew alcohol could be problematic for them, but didn't see themselves as alcoholics, nor did they feel they had an outlet to discuss it. "When you're 'sober curious,' you choose to stop drinking on autopilot," she says. "In other words, you intentionally question every impulse, instinct, invitation, and expectation to drink alcohol. Many people were not taught to think about how we use alcohol-- why it is so socially acceptable, what feelings we may be trying to cover up through alcohol, and how it truly makes us feel."

But the thought of having to socialize without alcohol can often bring up fear in people. "I believe the fastest way to dismantle your fears is to prove them wrong," Warrington says. "So I recommend embracing as many Sober Firsts as you can-- being sober in situations where you would normally drink. It may take some practice, but you'll soon discover you don't 'need' alcohol like you thought you did."

According to a 2021 report by market research firm IWSR, consumption of products containing little or no alcohol is expected to increase 31% by 2024 across 10 markets: Australia, Brazil, Canada, France, Germany, Japan, South Africa, Spain, the UK and the U.S. And, increasingly, we're seeing more and more emerging brands who've entered the sober curious conversation in recent years, creating drinks that are as tasty as they are hangover-free. Companies like De Soi, Mingle Mocktails, Mocktail Club, DRY Soda Co., Ghia, Pierre Chavin, and Melati are helping people find alternative ways to unwind in social

atmospheres ... or even for a quiet evening at home. And the best part? Many of these brands (the aforementioned included) are female founded.

Ahead, read about several women entrepreneurs leading the charge in the sober curious movement. We'll cheers to that!

**Click to continue reading article.**

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### **Retailers, CPGs Ramp Up Efforts in Sustainability (excerpt)**

*What companies are doing to make operations more sustainable in terms of sourcing, food waste, energy use and packaging*

Progressive Grocer

By Barbara Sax, Contributing Editor

April 18, 2022

Forward-thinking sustainability initiatives are no longer a nice-to-have for retailers. Having a position on sustainability and following through on those commitments have become table stakes for any company in the current retail environment.

"Consumers are continuing to place an emphasis on sustainability when making purchasing decisions, indicating that eco-friendly lifestyles are here to stay," says Colin Stewart, EVP, business intelligence at Jacksonville, Fla.-based Acosta. "Retailers have an opportunity and responsibility to think through their environmental footprint and deliver value in ways that matter increasingly more to their customers."

According to Stewart, 69% of consumers surveyed by Acosta in 2021 agreed that sustainability was a somewhat/very important consideration when purchasing consumer packaged goods. "Since concern for the environment is clearly impacting shopping habits, retailers must take

demand into account when looking at product assortments and larger business strategies," he says.

"Investing in green products is increasingly critical for retailers, as purchases within this category are on the rise," continues Stewart. "Consumers are particularly interested in fresh produce and green cleaning products. Eighty-five percent of consumers who buy green products say they will always or most likely buy them in the future."

Food waste is another increasing concern for consumers. Seventy-five percent of those surveyed by Acosta said that minimizing food waste was their most important consideration when deciding on a retailer, and nearly every shopper surveyed agreed that food waste is a problem within the United States. Additionally, 64% of shoppers said that they'd made a conscious effort to decrease food waste over the past year. "Given consumers' concern over food waste and their increasing awareness of its environmental impact, retailers would be extremely wise to make food waste reduction a top priority," advises Stewart.

As most shoppers make more of an effort to live eco-friendlier lifestyles, recycling has come into sharper focus. "Our research found that 80% of shoppers have made it a priority to reduce, reuse and recycle products and packaging," notes Stewart. "Older shoppers (Boomers+) are more likely to recycle, while younger shoppers (Gen Z and Millennials) are more inclined to modify their buying habits. Importantly, 60% of all shoppers surveyed say they are paying more attention to product packaging and its impact on the environment."

Data from the Murphy Research and the Coca-Cola Retailing Research Council (CCRRC) indicates that 80% of shoppers think food retailers should expand their focus beyond sales by implementing initiatives to help

employees and communities. "Retailers who make it clear that their larger purpose extends towards making the world a better place will likely be viewed more favorably by consumers than retailers who appear to be solely focused on earnings," says Stewart.

The following content reveals what some retailers and CPG companies are doing to make their operations more sustainable in terms of sourcing, food waste, energy use and packaging.

**Click to continue reading article.**

## DAILY NEWS

### Kindergartner brings tequila to school, shares with classmates

WMTV NBC 15

By Megan Woods

April 17, 2022

LIVONIA, Mich. (WDIV) – Some Michigan parents are upset because their kindergartners shared a bottle of tequila during snack time on Thursday.

A child in Livonia, Michigan, shared a bottle of Jose Cuervo mix with 10% alcohol content with her classmates before a teacher stopped it.

Alexis Smith said she got a call from her daughter's school, Grand River Academy.

"There were so many thoughts running through my mind like 'oh my god,' you know, 'what if it was open before the girl brought it to school, how much was it?'" she said.

They told her a kindergartener brought the pre-mixed bottle of tequila and shared it with four classmates, including Smith's 5-year-old daughter.

"I asked her, like, 'is my daughter okay?' and she said, 'she's right here, and she looks

okay.' and then I said, 'okay, well, how much did she drink?'" Smith said.

The school couldn't give her a definite answer.

"My daughter takes medicine and, first up, no kids should be drinking and ... just the shot itself, it burns," she said. "Like how do you feel? Like anything could have happened?"

Smith picked her daughter up from school early. Later that day, the principal sent out a letter addressed to kindergarten parents saying, in part, "disciplinary measures will be taken in accordance with the student code of conduct."

While the school was closed Friday, Smith said her daughter will not be back on Monday.

"It's so heart-breaking," Smith said. "I feel like her first year of kindergarten was already cut short because of COVID and situations like this are making it worse."

School officials said they have addressed the situation, but can't share the details because of student privacy laws.

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