



Buzzards Bay Brewing, Inc
98 Horseneck Road
Westport, Massachusetts 02790

February 14, 2020

Ms. Kris Foster
Commonwealth of Massachusetts
Alcohol Beverage Control Commission
95 Fourth Street, Suite 3
Chelsea, Massachusetts 02150-2358

Dear Ms. Foster,

I am writing to you today regarding a proposal for amending 204 CMR 2.08(1). In its current form, the phrasing is purposefully vague: "money or any other thing of substantial value in any effort to induce." I find no place that clearly defines "substantial value." As you can imagine, a massive organization (like AB/InBev, Colonial Wholesale Beverage, or Legal Seafoods) has a very different concept of "substantial value" compared to a small, family-run vineyard and brewery.

This difference in scale has created an environment wherein the family farm suffers while large corporations thrive. As you know, the scale of the money used by big business to influence restaurants and retailers is staggering and our farm has indeed suffered. So, I thank you and the ABCC for your upcoming clarification of 204 CMR 2.08(1).

You've asked for proposals in this matter. My proposal is simple: no money/no free goods. Remove the phrase "of substantial value."

(1) No licensee shall directly or indirectly give or permit to be given money or any other thing of ~~substantial value~~ in any effort to induce any person to persuade or influence any other person to purchase, or contract for the purchase of any particular brand or kind of alcoholic beverages, or to persuade or influence any person to refrain from purchasing, or contracting for the purchase of any particular brand or kind of alcoholic beverages.

The result? An invoice for every item. If a customer wants a new draft system, it is invoiced. If a customer wants coasters, it is invoiced. If a customer wants a menu printed, it is invoiced.

Our neighbors in State of Maine use my proposed "*invoice everything*" method to great success.

Sincerely,

William Russell, Westport Rivers Vineyard / Buzzards Bay Brewing Inc.