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## **Wine Retailers Organize Consumers for Political Outreach**

Sacramento, Calif—Specialty Wine Retailers Association has created an Outreach E-mail List for wine-interested folks who want to stay informed of wine-related direct shipping issues and participate in political outreach efforts when legislation arises that threatens consumers' rights to receive wine direct and wine retailers ability to ship wine to consumers.

In signing up to become part of this outreach effort wine lovers can be assured their information will never be shared or passed on. To Sign up for the SWRA Outreach List wine lovers and members of the wine trade can go to: <http://www.specialtywineretailers.org/consumers.php>

“Consumers and retailers don’t have to feel outgunned and helpless when anti-competitive and anti-consumer legislation is proposed that limits their access to wine and markets,” said Tom Wark, executive director of SWRA. “By staying informed of legislation that affects them and being alerted to when political action is necessary we believe a ‘force of voices’ can help beat back anti-consumer actions.”

Among the issues that will be covered in the regular communications with members of the SWRA Outreach Email List are:

- Alerts of attempts to restrict consumers' rights to buy wine
- SWRA activities
- New legislation that affects the direct shipment of wine from retailers
- Information on how wine and alcohol regulation is created and used
- How other alcohol-related organizations protect or abuse consumer and wine sellers' rights
- Which politicians support free trade in wine and which don't
- Which politicians have accepted contributions from alcohol-related businesses

“Over the past year we’ve learned that all too often consumers are never consulted when it comes to wine shipping legislation,” says Wark. “It’s often very much an ‘insider’s game’ that doesn’t take into account what wine lovers want. SWRA intends to defend its ability to serve its vast number of consumer/partners and the rights of consumers to access an open market for wine. Building the SWRA Outreach E-Mail List is one effort in achieving that goal.”

Specialty Wine Retailers Association is a national organization that works on behalf of all types of wine retailers and consumers to assure that state laws do not create barriers to trade or unfairly restrict consumer access to wine. More information about Specialty Wine Retailers Association is available on the Internet at [www.specialtywineretailers.org](http://www.specialtywineretailers.org)

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