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Wine Shipping Advocacy Group Launches New Website and Blog

*—Specialty Wine Retailers Association Keeping Consumers & Wine Trade
Alerted to Efforts to Restrict Direct-To-Consumer Shipping—*

(Sacramento, CALIF)—With the launch of a new website and blog dedicated to the issue of the direct shipment of wine, Specialty Wine Retailers Association aims to keep the wine trade and wine consumers informed and educated on protectionist and unconstitutional efforts to restrict access to wine. The new SWRA website includes a storehouse of documents, news articles, legal briefs and press releases concerning the direct shipping issue. The new blog, “Wine Without Borders”, is updated on a daily basis with commentary on the direct wine shipping issue.

The new website is located on the Internet at <http://www.specialtywineretailers.org>. The “Wine Without Borders” blog is located at <http://www.specialtywineretailers.org/blog>.

“Consumers and retailers are up against a multi-billion dollar distributor industry that consistently puts out misinformation about wine shipping that demands a response and demands correction,” said Tom Wark, Executive Director of Specialty Wine Retailers Association. “The new SWRA website and blog is that response and delivers access to multiple educational sources that consumers and retailers can use to see the challenge they face from those who work day and night to restrict access to wine for their own benefit.”

In addition to documentation, the new SWRA website allows consumers and the wine trade to make donations to SWRA from as little as \$5 to \$1000. The new website also gives readers access to the SWRA’s weekly newsletter, “The Bottom Line” and in the near future will provide access to a rules portal outlining laws pertaining to retailer-to-consumer shipping in every state.

About SWRA

Specialty Wine Retailers Association is a national organization of brick and mortar retailers, on-line retailers, auction houses and wine clubs that advocate for non-discriminatory wine shipping laws across the country. Where necessary SWRA litigates, lobbies and educates the media, lawmakers and consumers. SWRA is headquartered in Sacramento, California.

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