

# *Wine completes the meal.*

allowing wine sales in food stores is good for Kentucky.

## **Kentucky Farmers benefit.**

As farmers transition from tobacco to new cash crops, growing grapes to sell to Kentucky wineries is one of the best alternatives. In fact, at one time, Kentucky was the third largest grape producing state in the US. And grape growing can be profitable—but the start-up costs are enormous, sometimes taking 7–12 years just to break even. Farmers need help. Expanded sales opportunities for Kentucky wine in food stores will provide benefit to our farmers.



## **Kentucky Wineries benefit.**

According to University of Kentucky College of Agriculture staff, by 2010, Kentucky wineries are projected to produce over 630,000 gallons of wine. Expanding sales and distribution opportunities through food stores is the single best way to help these businesses grow, improving local economies and adding jobs. By growing our state's wine industry, we'll generate additional tourism dollars and further solidify Kentucky as a top agri-tourism destination featuring beautiful wineries, horse farms, bourbon distilleries and natural scenic wonders.

## **Kentucky Consumers benefit.**

Changing existing law will give consumers many new choices when it comes to buying wine to consume with dinner. Kentucky consumers do not have as many choices as neighboring states. As one of only 16 states prohibiting wine sales in food stores, the Commonwealth is forfeiting much needed tax revenue. It's estimated that in the first five years alone, added tax revenue would be between 38.5 and 66 million dollars.\* It's time to give Kentucky farmers a boost and Kentucky consumers a choice—please join us to allow the sale of wine in food stores.

\*Based on similar experience in Louisiana and South Carolina food stores.

For more information or to join the  
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