



MEMORANDUM

TO: Rep. Kathy Tallarita

FROM: David Trone
Edward Cooper

DATE: October 19, 2012

RE: Comments for the CT Competitive Alcoholic Liquor Pricing Task Force

Below is a chart that identifies the number of off premise licensees¹ in California and Florida in the liquor store, convenience store, grocer, mass merchandiser and wholesale club categories.

	California	Florida
Liquor Stores	4,662	1,716
Convenience Stores	4,498	5,482
Grocery	2,426	2,179
Mass Merchandiser	331	681
Wholesale Clubs	152	93

There have been no changes, over time, in the number of liquor stores versus the other categories.

¹ Data from Nielsen and SymphonyIRI