

ROUSES MARKETS

Ecomm Task Force – Rouses Markets

- Whether you think delivery should be allowed
 - Rouses Markets is in support of allowing beer, wine, and spirits in the original manufacturer container for delivery in the state of Louisiana.
- Requirements for delivery eligibility
 - Rouses Markets recommends that (a) a third-party delivery service (i.e. Instacart, Shipt, Waitr) be responsible for the delivery of alcohol and that the liability fall within their company, or (b) the retailer/restaurant may choose to handle the delivery of alcohol and would absorb all permit fees and liability if no third-party delivery service is hired.
 - We recommend that the receiver of the alcohol be 21 or older, must present a valid ID at the time of delivery, and that the delivery person must use an app or scanner to validate the ID presented. If the app is not functioning properly, the delivery person must call their customer support number to manually walk through proper identification of the ID and have this information documented within their system.
 - We recommend that all parties have the proper licensing and permits required by the ATC.
- Licensing
 - We recommend that the ATC create a new permit type for the delivery of alcohol in the state of Louisiana. This may be an extension of a current liquor license.
 - If a third-party delivery service is hired, they should be required to apply for and pay any permit fees.
 - If the retailer/restaurant handles the delivery of alcohol, they would be responsible for applying for the permit and paying the permit fees.
 - The only eligible parties that will be approved for this permit would be establishments that currently carry AR, B, and C liquor licenses and third-party delivery companies. Distributors and warehouses will be excluded.
- Enforcement
 - We recommend that the ATC hold all parties accountable for the delivery of alcohol. The holder of the permit (along with the driver if applicable) would accept full responsibility of checking the recipient

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- ID and therefore would be fined the full amount of penalty fees should they deliver to a minor.
- Whether restrictions or prohibitions should be placed on deliveries to certain areas such as college campuses
 - We recommend that addresses that fall within college campuses be restricted from delivery of alcohol. This is also the recommendation of our delivery partner, Shipt.
 - Delivery radius
 - We recommend that the delivery radius stays the same or consistent to what is currently being used by our delivery partners, which is approximately 20 minutes from store to delivery address.
 - Whether the legislation should address training requirements for delivery persons
 - We recommend that the legislation address training requirements. We believe this would be the responsible vendor permit in addition to any internal training that our delivery partners would require from their team.
 - Recommendations from your organization, agency, or industry which you would like addressed by legislation.
 - We recommend that the importance of alcohol delivery in Louisiana be discussed as it is imperative for local retailers to remain competitive against online competition. It has been proven that alcohol is already being delivered via freight companies within our state, and often times taxes are not being charged. This would allow our local companies to remain competitive while keeping tax dollars in our state.
 - We oppose Drizly's stance on delivery being handled strictly through their technology but having the act of delivery itself on the retailer. We feel this would truly only be beneficial to liquor stores and not retailers or restaurants. We believe it should be up to the business on whether or not they decide to partner with a third party delivery service. We feel that these partners, like Waitr, Instacart, and Shipt, may be better equipped to offer delivery of alcohol and abide by all Louisiana and federal laws than some of the smaller retailers that may not have this capability. We believe that if a bill is presented, it should benefit retailers and restaurants as a whole and not just one party.