



**STATE OF NEW YORK  
EXECUTIVE DEPARTMENT**

**DIVISION OF ALCOHOLIC BEVERAGE CONTROL**

STATE LIQUOR AUTHORITY

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**IN REPLYING REFER TO  
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**MEDIA ADVISORY**

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**STATE LIQUOR AUTHORITY ANNOUNCES APPROVAL OF UPS TO MAKE  
DIRECT WINE SHIPMENTS TO NEW YORKERS  
Approval Immediately Offers New York Residents Greater Choice and Convenience for  
Holiday Season**

Albany, NY- The New York State Liquor Authority today announced that the United Parcel Service (UPS) has received approval to make direct wine shipments to New York residents. The approval, which is effective immediately, is a requirement of the Direct Shipment law signed in August of this year.

“The approval of UPS to directly ship enables countless New Yorkers that enjoy wine to benefit from the convenience that direct shipment offers, while ensuring that important safety and age requirements are properly enforced” State Liquor Authority Chairman Edward Kelly said. “We have only one other applicant seeking approval at this time, and anticipate other carriers applying in the future.”

UPS Vice President of Marketing Dale Hayes said, “Our collaboration with the New York State Liquor Authority adds new meaning to ‘holiday cheer’ as UPS becomes the first carrier to offer direct delivery of wine to New York consumers from out-of-state wineries. These wineries authorized by New York State can now provide New York residents with the recognized convenience and reliability of UPS service.”

In an effort to prevent underage drinking, shipping companies like UPS are required under the Direct Shipment Law to receive approval from the State Liquor Authority before transporting wine directly to New York residents, ensuring that common carriers have the proper systems in place enabling them to accurately capture and verify a customer’s age.

To prevent unauthorized shipments from out-of-state wineries, approved common carriers are

also being required by the State Liquor Authority to capture and maintain specific information, including signature and the New York Out-of-State Direct Shipper's license number of out-of-state wineries.

Before enactment of the direct shipment law, UPS was authorized to ship from out-of-state wineries to New York wholesalers only. Under the new law, wineries that have a New York State "Out-of-State Direct Shipper's" license may now sell and ship wine directly to New York residents for personal use, and to date there are more than 165 out-of-state wineries licensed to sell and ship directly to New Yorkers.

While UPS becomes the first approved common carrier in the State, one other shipping company has applied to the State Liquor Authority for approval.

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