**Package Liquor Store Month**

**Letter to the Editor Template**

As the owner of ***[Insert Name of Your Package Liquor Store]***, I am excited to be a part of celebrating the *7th Annual Package Liquor Store Month* this November with ***[Insert Name of State Association]***. Independently-owned and local package liquor stores, like mine, provide an unrivaled variety of beer, wine and spirits to consumers, while also contributing significant tax revenue and adding jobs to our local economy. When you spend a dollar at a local business, it’s estimated that more than 64 percent is invested back into their community; more than double that of many chain stores. And small businesses account for more than 50 percent of all sales in the United States. That’s a strong market with a big impact.

In ***[Insert State]***, package liquor stores provide ***[Insert # of State Off-Premise Jobs]*** well-paying jobs in an economy still rebounding from the recent economic downturn. We pay over ***[Insert $ Amount of State Taxes]*** to the state, and value our contribution to the community by implementing responsible policies to encourage legal, face-to-face sales. As licensed businesses, stores like mine are specialists in the proper sale of age-restricted beverages, and we educate our staff to keep customers informed about the best products that we have to offer.

Many of you will be coming into the store this month as you plan your holiday festivities. I hope you’ll remember that November is Package Liquor Store Month, and choose to support the local economy by shopping at an independent beverage retailer. We look forward to helping you find the perfect beverage to enjoy with your friends and family this season. Cheers!

Sincerely,

**[Name]**