



MN's Prohibition—Era 3.2 Beer Law Doesn't Serve Today's Consumer

- Minnesota's 3.2 beer law is a relic of Prohibition-era regulations that no longer aligns with consumer demand, marketplace realities, or industry practices.
- Consumers overwhelmingly choose full-strength beer, and 3.2 beer has virtually disappeared from the market. Brewers are producing fewer and fewer 3.2 options.
- Minnesota is now the last state to license 3.2 beer, after Utah modernized its regulations in 2019!

The Market Has Already Moved On – Minnesota's Law Should Catch Up

- Grocery and convenience stores as well as resorts can sell full-strength beer in many states—but in Minnesota, we are stuck with a 3.2 beer product.
- This isn't about expanding access to alcohol—it's about letting businesses sell what consumers already expect and buy elsewhere.

Economic and Competitive Impact

- Breweries are shifting away from 3.2 production, & **very few MN breweries make a 3.2 product.**
- Retailers are losing opportunities because they're forced to stock a product that few consumers want.
- Consumers expect a modern, competitive marketplace, and MN's laws should reflect that.

A Popular, Common-Sense Change

- This is a simple update, not a radical change. Many states have already modernized similar laws without issue. **And this change works within disrupting MN's existing three-tier system.**
- Minnesotans deserve access to the same beer choices available in nearly every other state, **including our neighboring states.**
- Updating this law **meets consumer expectations, strengthens MN's economy, provides opportunity for brewers, & supports businesses**—all while keeping strong safeguards in place.

Red, White & Brew MN (www.RedWhiteBrewMN.com) is a movement of consumers and retailers dedicated to modernizing our alcohol laws to allow more freedom where we shop. For more information contact Minnesota Retailers, will@mnretail.org, (651) 227-6631.