



Project Information:

Marylanders for Better Beer and Wine Laws

Modernizing Maryland Alcohol Laws

Campaign Coverage:

State of Maryland

Results:

Ongoing

Overview

The state of Maryland currently operates under prohibition-era laws that make Maryland one of only three U.S. states to prohibit selling alcohol in retail chain stores. Marylanders for Better Beer and Wine Laws teamed up with Gunster Strategies Worldwide to advocate for chain store sales of alcohol in Maryland, which would lower alcohol prices, increase choice and convenience for consumers, and have a potential \$100 million economic impact on the state.

The campaign's biggest hurdle is convincing Maryland's General Assembly to vote on this issue. That's where Gunster Strategies comes in. Through extensive research, we found that 67% of Marylanders agreed that retail chain stores should be able to sell alcohol, and support was high across all demographics. We fed off this public support and led Marylanders to reach out to state officials and legislators expressing their enthusiasm for this issue.

Gunster Strategies Worldwide assisted in research, social media, website building, email marketing, and media relations. We conducted surveys and created a presentation on our findings for stakeholders. We built a following of thousands on social media. We helped write and place op-eds and news releases in multiple state news outlets.

This is an ongoing initiative.