

BEVERAGE ALCOHOL   
**RETAILERS**  
CONFERENCE

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*Connect.*  
*Develop.*  
*Innovate.*

LEGAL CONSIDERATIONS FOR  
THE 2020 ALCOHOL INDUSTRY  
INNOVATIONS THAT AREN'T  
GOING ANYWHERE

GRAYROBINSON  
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## Hannah Becker

**GrayRobinson, P.A.**

Hannah is a senior associate and member of GrayRobinson, P.A.'s nationwide alcohol beverage and food law department. Hannah's practice concentrates on advising hospitality industry members, including off-premises retailers, with regard to compliance with federal, state, and local statutes and regulations that govern the importation, distribution, marketing, sale, and consumption of alcohol beverages and other regulated products.

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# E-Commerce, Curbside Pickup & Delivery

- Some states legalized retailer alcohol deliveries for the first time, e.g., Georgia, and Oklahoma
- More states have passed legislation to allow third party providers to conduct alcohol deliveries on behalf of retailers
- “Cocktails-to-go” bills



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# E-Commerce, Curbside Pickup & Delivery

- New technologies emerge and third party providers
- Increase in enforcement actions



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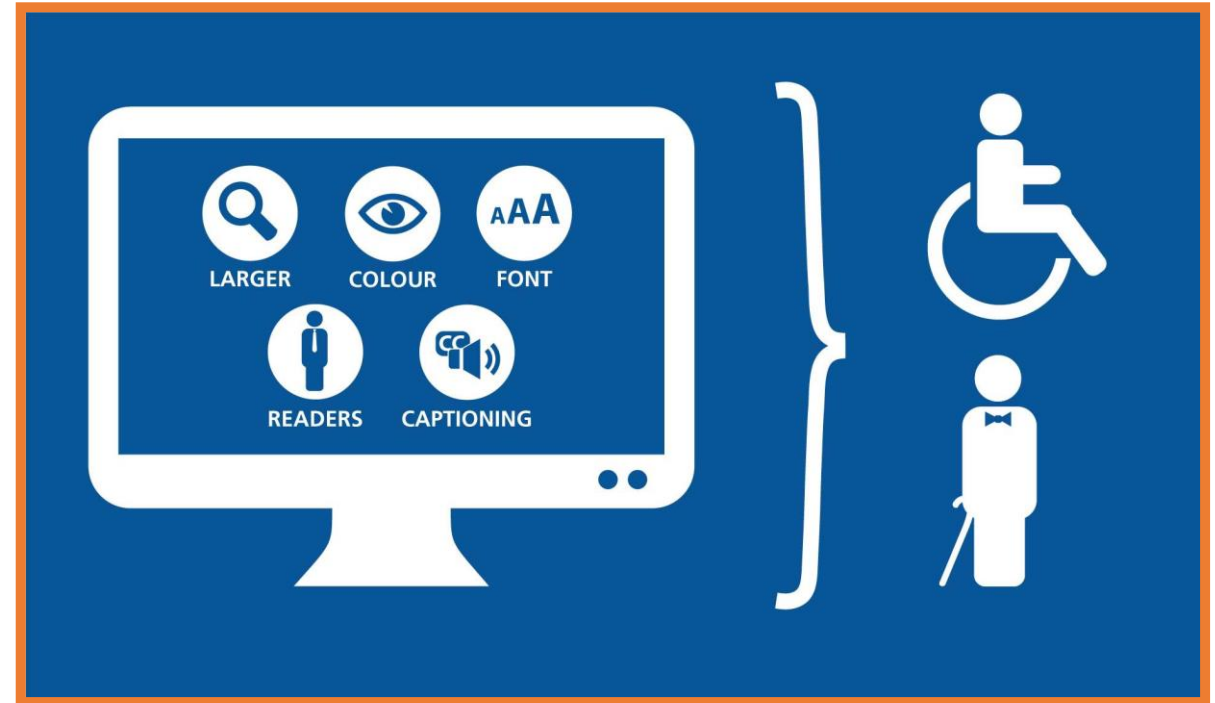
# Potential Alcohol Industry Data Breaches



- Data breaches are on the rise; and
- Data breach litigation are on the rise as well

# ADA Website Compliance

- Are websites “places of public accommodation” thus, must comply with the Americans with Disabilities Act (ADA)?
- ADA compliance considerations and first steps



# Digital IDs



- At least 5 states have implemented a mobile driver's license program
- Florida, Iowa, and Utah plan to launch digital ID programs by 2022
- Privacy; verification of authenticity
- Retailer training
- Fake ID problem

## Introducing....



### **Roi Kliper** **CEO, City Hive**

Roi will be detailing the technology that enables e-commerce, speaking about how retailers can implement the best solution to increase efficiency, customer engagement, and sales.