



Washington State Liquor Control Board

Monday, May 04, 2009

Dear Valued Supplier,

We are asking for your participation in a new pilot program that the Liquor Control Board has developed to further our top priority of promoting public safety. The mission of the Liquor Control Board (LCB) is to “*Contribute to the safety and financial stability of communities by ensuring the responsible sale, and preventing the misuse, of alcohol and tobacco*”. Our suppliers, distributors, and brokers have significant impacts on public safety through their own business practices. The responsibility of industry to be aware of their effect on responsible consumer behavior, the community, and environment, is commonly known as social responsibility.

To understand all the great work that is being done in this area, we developed the attached Supplier Social Responsibility Survey. A team of LCB staff, spirit and wine supplier representatives, and prevention community representatives provided input at each stage of the development. In this survey, the Board is asking suppliers to share their social responsibility business practices in all the communities where they do business, with particular focus on activities in Washington State. When answering these questions about your company, please include activities conducted by a broker and/or distributor on your behalf. We recognize that our suppliers will be at different stages of growth in their social responsibility programs and some may not be able to provide results for each question.

The survey contains questions about four areas of social responsibility:

1. Minimizing youth exposure to and impact of alcohol advertising.
2. Providing and/or supporting education and tools to prevent underage access and use.
3. Providing and/or supporting education and tools to prevent over-consumption and encourage responsible use.
4. Being a good steward of your local community and the environment (in support of Governor Gregoire’s *Green Initiative*).

In the same way that we want to work with suppliers that perform well – deliver on-time, keep their product in stock, and ship special orders quickly – we also want to work with suppliers that take a strong stand on social responsibility.

Through these survey results, we will be able to identify and share best practices, and discover potential partnerships and synergies between the LCB and our suppliers. We will recognize suppliers that have best-in-class social responsibility programs. We will also look at the survey results as an additional factor in influencing business decisions.

Suppliers will only need to complete the survey once a year. This annual update provides an opportunity to share new initiatives, or provide updated results from existing programs.

The survey and any supporting material provided to the LCB are considered a public record per RCW 42.56. If you have concerns about sharing proprietary information in answering specific questions, please contact Debi Besser directly to discuss options. Please also contact Debi if you need assistance completing the survey or interpreting the questions.

Thank you for taking the time to share information on your social responsibility efforts with us. Please send your completed survey to Meagan Renick at mkr@liq.wa.gov within 30 days.

Best Regards,

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Attachments:
Supplier Social Responsibility Survey