



**For Immediate Release**

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**Alabama Businesses and Consumers Unite to Launch  
*Stop the Alabama Beverage Tax Coalition***

*A tax on beverages will cost Alabama jobs, raise prices and hike grocery bills*

MONTGOMERY, Ala. – Alabamians and local businesses joined today to launch a coalition to fight a proposed tax on common grocery items, like soda, juice drinks, sports drinks, coffee drinks, teas and other beverages.

“A soda tax will cost jobs, hurt our small businesses and raise grocery bills at a time when Alabama families are still recovering from a struggling economy,” said Virginia Banister, Executive Director of the Alabama Beverage Association.

“Stop the Alabama Beverage Tax believes consumers are burdened enough with taxes– there couldn’t be a worse time to risk jobs and force taxpayers to pay higher prices at the grocery store,” Banister said. “We intend to deliver this message loud and clear to lawmakers.”

A beverage tax could raise prices from 25 percent to 65 percent on products. This is unfair especially to low-income individuals and working families trying to make ends meet.

People do not support taxes on common grocery items like beverages. Once they tax soft drinks, they will go after other items in our grocery carts. What you eat and drink and feed your family is your choice and not the government’s.

Many Alabama small businesses such as restaurants, grocery stores, corner stores and others create many of the jobs in the state and they rely on tight profit margins to stay in business. They say the tax will hurt their businesses and so do the bottling companies that have provided thousands of jobs in Alabama for generations.

Kenny Smith, owner of L&S Foodland in Ardmore, says a beverage tax will cost him customers and sales at his grocery store only a mile from Tennessee. “We operate on the state line. This tax will be detrimental to our business and our customers who will just travel to Tennessee to buy their groceries.”



Legislators who are against the beverage tax say it's a bad idea and they are fighting those who want to raise prices on grocery shoppers to raise money for government.

“Rather than just picking out and say we'll do this because it can generate this amount of money... [a soda tax is] the wrong way to look at tax policy,” House Speaker Mike Hubbard said. “I don't like picking winners and losers I don't think that's what we need to be doing.”

Stop the Alabama Beverage Tax believes consumers are burdened enough with taxes and that lawmakers should not risk jobs and force taxpayers to pay higher prices at the grocery store. We expect to have thousands of people and businesses joining us in this message.

*Stop the Alabama Beverage Tax is a coalition of concerned citizens, businesses, and community organizations actively opposing any new taxes on everyday grocery items like soft drinks, juice drinks, sports drinks, fountain drinks, coffee, and teas. The state should work to balance its own budget—and leave our grocery budgets alone*

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