Private carriers, such as UPS and FedEx, are already able to ship beer, alcohol and wine direct to consumers. In 2018, private carriers reported a revenue of over $3 billion from delivering for wineries, breweries, and other producers. While private carriers are able to ship alcohol, due to outdated Prohibition Era regulations, it is currently illegal for the Postal Service to ship these products. It’s time we lift this ban and enable the public Postal Service to realize the opportunity to increase revenue and expand on demanded services.

The USPS Shipping Equity Act: H.R. 3287/S. 1663

Lifting the Prohibition

On Monday, May 17th, Representatives Jackie Speier (D-CA-14) and Dan Newhouse (R-WA-04), along with Senator Jeff Merkley (D-OR) introduced the United States Postal Service (USPS) Shipping Equity Act. It has amassed 31 co-sponsors in the House and 2 in the Senate.

“In 2019, California wineries shipped 275.6 million cases of wine, yet consumers and manufacturers are prohibited from using the U.S. Postal Service to ship or deliver these everyday products. In most states, private carriers such as FedEx and UPS are already delivering alcoholic beverages. It makes no sense to create a competitive disadvantage for the USPS by barring them from these kinds of shipments, especially given the Postal Service’s dire financial condition.

The time is long overdue for Congress to lift this Prohibition-era ban for the benefit of beverage manufacturers, consumers, and our struggling postal service.”

~ Representative Jackie Speier

The USPS Shipping Equity Act

Under this bipartisan legislation, the prohibition of the Postal Service shipping alcohol would be fully removed, while setting up regulations which would require:

• Shippers to register with the Department of Treasury, the federal regulator of alcohol;

• Recipients to be 21 or older, with possession of a valid government-issued ID shown at time of delivery; and,

• The Postal Service to comply with state and local laws in force at the point of delivery.

Not only does this legislation level the playing field between the Postal Service and private carriers, but it also provides equal access to all customers.

The Postal Service can reach more customers than its private carrier counterparts and delivers to every address—regardless of geographic location. Under this bill, people in rural areas, who would otherwise see exorbitant shipping fees or no shipping options at all, will have access to direct-to-consumer shipping of beer and wine with this bill.

As the Postal Service looks for ways to innovate and diversify services, delivering wine, beer, and spirits is a clear way for USPS to offer competitive service as well as bring in millions of dollars.