

## How many nips are actually sold in Connecticut per person?

CRI reviewed the per capita “nips” sales estimates in the “Connecticut Wine and Spirits Industry’s 2-Part Plan for 50 mls (Nips) and Glass Containers” and found that they differed dramatically from our BMDA derivations of “nips” sales (“2018 Beverage Market Data Analysis,” Container Recycling Institute, 2020).

In fact, the per capita number derived by dividing the Connecticut Wine and Spirit’s Industry’s (CT WSI) estimate of total 50 mL nips bottles sold in CT (89,761,700) by the State’s population (3,571,520) came out to **25.1** 50 mL nips per person per year: nearly **ten times as high** as the per capita number CRI had derived in our BMDA (2.7 nips per person per year). Connecticut’s population is about 1% of the U.S. population, yet the CT WSI’s estimated number of 50 ml bottles (nearly 90 million) is about 13% of all the 50 ml liquor bottles sold in the entire United States. The CT WSI bottle estimate was the basis for the \$4.5 million estimate of fees, which SB 1037 requires to be paid out to municipalities annually.

CRI acquired data from NABCA: the National Alcohol Beverage Control Association. NABCA is a trade association for the 18 “control states:” those with state monopolies on liquor sales. We divided their 50 mL sales data for 2020 by each control state’s population to get per capita nips sales for 2020. These data points include nips sold in glass and in PET plastic bottles. As is evident in the table below, the CT Wine and Spirit’s Industry’s estimate of per capita nips sales is not even in the same order of magnitude as that of most of the control states, nor with the estimates CRI derived for both Connecticut and the United States as a whole (2.7 and 2.2, respectively).

