



**TESTIMONY SUBMITTED TO THE NYS ASSEMBLY AND NYS SENATE ON BEHALF OF  
THE NATIONAL SUPERMARKET ASSOCIATION URGING THE INCLUSION OF WINE IN  
GROCERY STORES IN THE FY27 BUDGET**

February 27, 2026

**FROM NELSON EUSEBIO**

Director of Government Affairs  
National Supermarket Association  
New York, NY

**February 26, 2026**

Chairpersons and Members of the Legislature,

My name is Nelson Eusebio, and I am the Director of Government Affairs for the National Supermarket Association. I represent hundreds of independent, immigrant- and minority-owned supermarkets across New York City and the surrounding regions. Thank you for the opportunity to submit testimony in support of S1279 / A1328 to allow the sale of wine in grocery stores.

For our members, this proposal is fundamentally about boosting economic growth and overall small business sustainability. Independent supermarkets operate on razor-thin margins while absorbing rising costs. They are essential infrastructure in working- and middle-class communities, serving as major local employers and critical access points for affordable food. Modernizing New York's alcohol laws to permit wine sales in grocery stores would provide a meaningful and responsible revenue opportunity that helps stabilize these neighborhood businesses and preserve jobs.

This reform is also supported by strong economic analysis. An independent study conducted by FTI Consulting found that allowing wine sales in grocery stores would generate significant new economic activity across the state, including increased sales, job creation, and new tax revenue for New York. Importantly, that growth would not require raising taxes. At a time when the state faces fiscal uncertainty and potential federal funding cuts, policies that organically expand revenue while strengthening local businesses should be prioritized.

New York's current restrictions are rooted in a different era and no longer reflect how consumers shop or how small businesses compete. Most states already allow wine sales in grocery stores, and their independent liquor stores continue to co-exist. There is no economic rationale for New York to remain an outlier when doing so limits opportunity for neighborhood grocers and constrains potential revenue growth.



Our members are asking for the opportunity to strengthen their businesses and better serve their communities. For immigrant entrepreneurs and minority-owned stores in particular, this legislation represents a chance to reinvest in their operations and employees while continuing to act as economic anchors in the neighborhoods that depend on them.

For these reasons, we respectfully urge the Committee to advance S1279 / A1328 and help modernize New York's alcohol laws in a way that promotes economic growth and supports small businesses across both the city and state.

Thank you for your consideration.

**Nelson Eusebio**

Director of Government Affairs  
National Supermarket Association  
New York, NY