



**Senate Committee on State and Federal Affairs  
Testimony in Support of SB 253  
January 31, 2024  
Michael Ruemmler, DoorDash**

Good morning, Mr. Chairman and members of the Committee. My name is Michael Ruemmler and I am here on behalf of DoorDash, a technology company that connects consumers to their local merchants. I want to thank the Committee for its work on SB 253 and am happy to testify in support of the bill.

SB 253 represents a big step in responsibly modernizing Kansas' alcohol laws while maintaining the three-tier system and ensuring the safe delivery of alcohol. This legislation benefits many aspects of the Kansas economy - merchants, who will be able to find new customers and grow their sales; delivery drivers, who will have more earning opportunities; and consumers, who seek convenience.

**Safety**

DoorDash takes the delivery of alcoholic beverages seriously and is committed to the safe and legal delivery of these products. DoorDash does not allow drivers under 21 to facilitate any delivery with alcohol. We are also committed to educating Dashers (delivery drivers) on alcohol safety guidelines and all relevant legal requirements and commend this legislation's training requirements. Currently, in other states where third party delivery of alcohol is legal, Dashers receive robust Delivering Alcohol Guidelines during their onboarding process. This includes a step-by-step overview of how to make deliveries safely and what warning signs to look for that may indicate a recipient is either underage or intoxicated. Dashers may also be subject to a test of the course material and cannot deliver alcohol until they have passed.

DoorDash uses state-of-the-art technology to verify the age and identification of the customer both prior to the sale of alcohol on our platform and at the point of delivery. The enhanced two-step, dual ID verification requires customers to upload a valid ID before completing their purchase on our app and Dashers to scan the front of a customer's ID to verify the customer's identity prior to handing off and completing the delivery. Moreover, our ID scan is comprehensive: whereas regular ID checks scan a barcode to check for age, our ID-verification vendor validates the authenticity of the ID using state-by-state validation guidelines, tamper checks, expiration dates, and the visual security symbols of the ID, while also verifying the age.

We applaud the many safety restrictions in the bill and want to echo our support for them, as Dashers are not allowed, via DoorDash policy, to deliver alcohol to anyone that doesn't match the photo ID or is visibly intoxicated. Should either of those issues happen upon delivery, a Dasher may touch a button in the app to speak directly with a DoorDash customer service agent

who will instruct them on next steps. If there is an issue with a customer's ID or if there is no customer present to receive the alcohol order, the Dasher is also instructed to return the alcohol to the retailer (and is compensated for doing so).

### ***Economic benefits***

We've heard our Kansas consumers loud and clear: they want to be able to order alcohol for delivery just as they can groceries and restaurant meals. But there is more good news than just the ability for consumers to have their alcohol delivered. This legislation will provide a real benefit to merchants as well. DoorDash internal data from other states where alcohol is already available for delivery shows that orders from merchants that include alcohol may significantly increase order values. For example, order values for restaurants on our platform were on average over 50% higher when alcohol was added, and we see similar trends for grocery merchants as well. In turn, these increased order values reflect an increase in driver pay, which is already upwards of \$22 per hour while active on the platform. Dashers on average make 30% more on deliveries that include alcohol.

Moreover, feedback from retailers has included the ease of use of our platform and that our technology seamlessly integrates with their point-of-sale-systems. We are also pleased that independent, local liquor stores are finding significant success on DoorDash. In fact, the average independent liquor store on our platform last year saw sales increase by over 180% in the 6th month compared to the 1st. And total liquor store sales on DoorDash in the US have grown 295% over the past year.

### ***Commitment to the three-tier system***

Finally, I want to make clear that DoorDash is committed to upholding the three-tier system and strongly believes that it is a useful structure to ensure safe alcohol distribution. We view ourselves as an extension of the retail tier of the three-tier system and are merely providing retailers with a new way to reach customers. As we've seen in other states, alcohol laws can be modernized without jeopardizing the three-tier system and that's exactly what SB 253 does.

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Thank you for the opportunity to speak to you today. We are pleased to support SB 253 and I am happy to answer any questions at this time.