

# Pennsylvania's Borderbleed

**Verb:** The process of leaving Pennsylvania to purchase wine, beer, and/or liquor in another state **[bootlegging] [illegal]**

## Destinations:

RE: the percentage of Pennsylvanians who **ONLY** shop for packaged alcohol **OUTSIDE** of Pennsylvania...

**\$220 million:** Lost Sales and Taxes in Southeast PA Alone.

**\$17.3 million:** Borderbleed Excise Tax Loss From Wine

**\$260\*:** Average Amount Per Purchase Lost



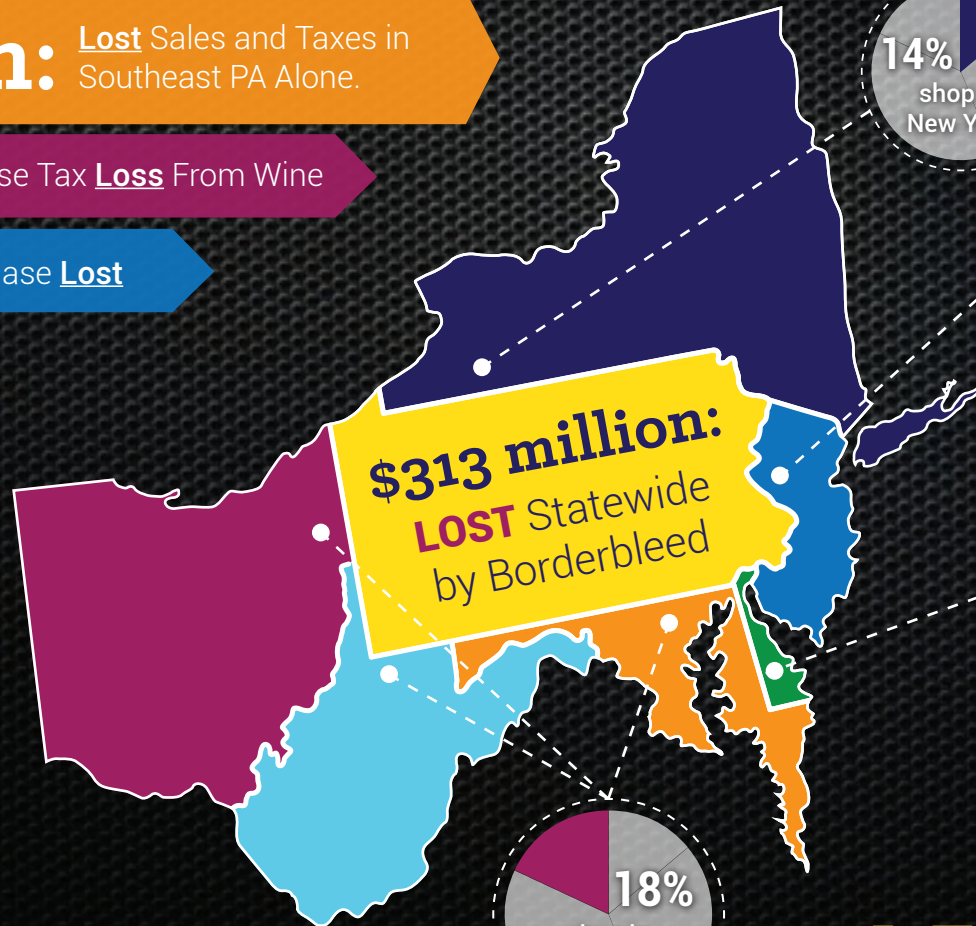
**55%** of Packaged Alcohol Consumers **Only Shop in PA**



**40%** of Packaged Alcohol Consumers **Mix in/out of PA**



**5%** of Packaged Alcohol Consumers **Only Shop Outside of PA**



## A Fiscal Case for Liquor Privatization

\*Summation of the average amounts for both exclusive border-bleeders and exclusive out of state shoppers