



Dear Liquor License Owner,

Multiple bills were introduced in the 2024 Legislature that, if passed, would have dramatically increased liquor excise taxes. Our lobbyist was vocal in our opposition to these measures that aim to decrease consumption of alcohol by everyone, including responsible drinkers.

We fought, and the bills did not pass in the short, 30-day session. But legislators made clear their intent to continue the excise tax discussion during interim committee hearings that precede the 2025 Session.

Will you join us in the fight to protect the value of your liquor license?

The New Mexico Alcohol Alliance is a 501(c)(6) nonprofit organization created to unite liquor license owners to mobilize under a strong and unified voice. Our objective was – and still is – to protect licenses from potential legislation that could threaten the substantial financial investments of licensees.

Our 2024 budget enabled us to hire a knowledgeable lobbyist who fought – in front of the webcast and behind the scenes – on our behalf. We must keep the momentum going during the interim and into the 60-day 2025 Session. We can only do this with your help.

Don't wait! Become a member today.

Annual dues are based on the number of liquor licenses owned by an entity:

\$1,000	One license establishments
\$2,500	Businesses with 2-4 licenses
\$5,000	Businesses with 5 or more licenses

Please use the form below to start or renew your membership.



First Name

Last Name

Business Name

Number of licenses

Type of Establishment or License (bar, package, etc.)

Street Address (& mailing address if different)

City, State (if other than NM), Zip

Phone Number

Email Address

Mail form, along with your check to New Mexico Alcohol Alliance, P.O. Box 8939, Santa Fe, NM 87504
Questions? Email us at AlcoholAlliance@gmail.com