



# AT THE BAR WITH BOWDITCH

A Legal Blog for the Craft Brewing Community

## “Prime”-d for Takeoff? Amazon Begins Delivering Beer to Customers in Seattle

BY ROBERT G. YOUNG • NOVEMBER 6, 2015

Is there anything the Internet can't do?

Late last summer, Amazon.com began offering one-hour delivery for beer, wine and liquor in Washington State through its Prime Now service. While it is not the first to enter the beer-over-the-Internet market, Amazon certainly is the largest player and no doubt will seek leverage its online power to explore and expand this new distribution channel.

While the labyrinth of state, county and local regulations make it unlikely that Amazon would be able to roll-out this service on a nationwide basis in the near future, some [predict](#) that the alcohol delivery market will increase to over \$1 billion in sales in just a few short years.

Hopefully, such important deliveries will not be entrusted to drones...