

Marbet Lewis Moderates Panel at NCSLA Conference

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Shutts & Bowen LLP partner **Marbet Lewis**, Co-Chair of the firm's newly created **Alcohol & Regulated Industries Practice Group**, moderated a panel at the National Conference of State Liquor Administrators (NCSLA)'s 90 Year Anniversary Annual Conference.

Taking place June 16-19, 2024, in Washington, D.C., the NCSLA Annual Conference delivered a packed educational agenda and numerous opportunities to network with industry colleagues and friends while exploring historical and cutting-edge issues related to the alcohol beverage industry.

Marbet moderated the panel titled "AI Revolution: What are the Regulatory Implications of Creating a 'Smart' Alcohol Beverage Industry?" Along with the panelists, Marbet discussed how AI is being integrated into day-to-day operations to reduce both labor costs and human error, creating improvements in quality control and logistics operations and more accurate predictive forecasting and fully automated retail stores. During the discussion, panelists considered the following questions:

- How far can we go with AI?
- Are there limitations on how AI can be used or how AI generated information can be shared?
- Are automated retail service models legal?
- What are current state laws and regulatory/licensing requirements for this type of automated service?
- What are the risks and liabilities associated with reliance on AI or automated alcohol services?

To learn more about the conference, please click [here](#).

About Marbet Lewis

Marbet Lewis is a Partner in the Miami office of Shutts & Bowen LLP, where she is Co-Chair of the Alcohol & Regulated Industries Practice Group.

Since 2004, Marbet has focused her practice on the laws governing the alcohol industry and the manufacture, importation and sale of alcohol beverage products. She represents clients in all aspects of alcohol and business licensing; alcohol licensee mergers and acquisitions; negotiation of asset purchase agreements and required alcohol use provisions; license transfers and licensing due diligence; trade practices; alcohol product advertising; and regulatory compliance guidance. Marbet's experience also includes enforcement action defense and administrative litigation; zoning and land

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use due diligence and approval processes; and state and local government regulatory compliance, which includes drafting municipal code ordinances and amendments as well as assisting with redistricting and development of entertainment overlay districts.

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