

Honorable Members of the House Economic Development Committee,

Senate Bills 829A, 830A, and 831A address enhancing labeling and content standards for Oregon wines.

I believe that what is on the label of a wine bottle should be what is in the bottle. These bills will do just that: to protect, enhance, and promote the authenticity of Oregon wines.

Developed over the past two years through extensive conversations with the Oregon wine industry, these bills have strong support within the wine industry. Though the bills have statewide reach, they do not affect wine regions outside the Willamette Valley unless those regions choose to "opt-in". Other accommodations in the bills include extended effective dates, exempting certain grape varieties, and provisions added to minimize individual hardships.

These bills have a minimal fiscal impact and they do not add new taxation, regulatory, or paperwork requirements.

I request your support of SB 829A, 830A, and 831A.

Sincerely,

Jill Zarnowitz

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