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March 3, 2021

To: House Committee on General Government; others

Re: I OPPOSE [HB 3194]...as written. *Any and all alcohol (ABV) should be able to be sold at grocery stores.*

[HB 3194] is poorly written and overly cumbersome.

[HB 3194] appears to appease only the bloated and obsolete Oregon Liquor Control Commission (OLCC).

[HB 3194] should permit any and all alcohol sales in grocery stores (including Costco).

Oregon needs to shutter the state licensed "spirit shops" and allow all grocery stores to sell any and all alcoholic beverages without regard as to any and all "alcohol by volume" concerns.

Oregon will capture substantially more tax revenues by removing regulatory barriers.

"Regulated Prohibition" is still "Prohibition."

Maintaining the status quo or the meager allocations referenced and incorporated into [HB 3194] will cost more than its' worth in; regulatory inspections, enforcements and additional requisite personnel costs.

The Wine industry is heading for an unavoidable "shake-up" in their sector of the economy.

Direct marketing and unrestricted shipping will appreciably assist the profitability of the Wine industry if you remove the burdensome and oppressive regulations that serve to "fence them in."

Oregon's Distillers are on the move, setting national trends so, get off of their backs.

Distillers are also unnecessarily burdened down by oppressive OLCC interventions.

Oregon's Distillers should fare much better with the removal of the shackles of regulatory production and sales.

Oregon's Cider and Craft Beer industries also require regulatory relief.

Oregon needs to stimulate the; Wine, Distillers, Cider and Craft Beer sectors of the economy.

So, why does Oregon regulate the aforementioned industries to near death?

Oregon will still tax alcohol and collect substantially more revenue and reduce staffing costs at the OLCC.

Let's make increased revenue happen for all Oregonians!

Respectfully submitted,

/s/ David S. Wall

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