



TO: The House Committee on General Government

FR: Ed King, King Estate Winery

DA: April 29, 2021

RE: Support for SB 406 A

Chair Wilde, Vice-Chairs Lively and Leif and Members of the Committee,

On behalf of King Estate Winery, I urge your support of SB 406, a bill intended to modernize Oregon's direct to consumer shipping law and ensure that Oregon's wine industry can effectively adapt to the changing landscape of the COVID-19 pandemic.

King Estate is located south of Eugene in the beautiful Lorane Valley and employs hundreds of Oregonians in a rural part of the state. When the COVID-19 pandemic hit Oregon, the safety and well-being of our employees and customers was our top priority. This meant closing down our on-site restaurant and tasting room to limit exposure, and changing the way we do business to adapt to an unprecedented public health emergency.

Like many Oregon wineries, we have always given our customers the option to order wine directly from us and have it shipped to their home. Once our tasting room shut down and industry tourism was stymied we noticed an increase in the number of customers that wanted to take advantage of no-contact direct shipping in the interest of safety and convenience. Unfortunately, we were not always able to meet the needs of our customers due to Oregon's current two case per month limit on direct to consumer shipping.

While the pandemic has exacerbated this issue, we have run into this limit in the past. Our winery has a robust wine club that ships three times a year. Should a member that receives two cases in their club shipment want to add any additional wine to their order, we are unable to accommodate their request due to the statutory limitation.

Senate Bill 406 will remedy this by changing the limit from two cases per month to five cases per month. This small, but meaningful change will allow Oregon wineries to adapt to the changing demands of consumers in an environment where no-contact delivery of all products is growing substantially.

We urge your support of this bill and Oregon's wine industry.

Sincerely,

A handwritten signature in black ink, appearing to read "edK", is written in a cursive style.

Ed King, King Estate Winery