



February 28, 2023

Members of the Oregon House Economic Development and Small Business Committee:

I am writing in support of HB2976, creating the Oregon Spirits Board. I am the owner of Freeland Spirits, located in Portland, OR. Founded in 2017, we are one of the only women owned and operated distilleries in history. Freeland makes award-winning gin and whiskey featuring Oregon grown grains and botanicals. Freeland has grown to 25 employees with distribution in 10 states.

With a background in farming, I wanted to featuring the best of Oregon farm fields in every product we make. Freeland Gin includes the Five Fresh, cucumber, mint, rosemary, thyme and honey, from Vibrant Valley Farm just eight miles from the distillery. Freeland Bourbon is finished in Elk Cove Pinot Noir barrels, a collaboration of Oregon growers and makers. Freeland Rye, which will be released this May, is 100% organic, Oregon grown rye, barley and buckwheat, milled at Camas Country Mill in Eugene. Oregon has been an incubator of food and beverage businesses and is built on the ethos of community and collaboration.

Oregon has an amazing diversity of distilleries all across the state. Our tasting rooms account for a large portion of our sales. The Spirits Board will allow us to tell the story of Oregon's robust community of distilleries, attracting more visitors to our tasting rooms, where people come to taste, tour and learn about what makes Oregon distilleries special.

Gaining distribution outside of the state is increasingly difficult due to the laws of a three-tier system and consolidation among distributors. The power of joint marketing efforts to promote Oregon spirits will help shine a light on the unique and innovative spirits coming out of our state and increase sales opportunities beyond our state boundaries.

Freeland plans to grow from 10 to 50 states in the next five years and launch international distribution. We will grow our facilities and increase to 50 staff. We will put significantly more investment into our Free Spirits program, which celebrates female-identifying Oregonians with donations to her nonprofit of choice. The Spirits Board will be an essential tool to facilitate that expansion.

Thank you for your consideration of HB2796 and your service to the State of Oregon.

Jill Kuehler  
Founder and CEO  
Freeland Spirits  
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