

Submitter: Bill Maile

On Behalf Of:

Committee: House Committee On Economic Development and Small Business

Measure: SB616

The Craft Wine Association is pleased to support Senate Bill 616, a commonsense measure that will help modernize the craft beverage industry in the State of Oregon.

Established in 2016, the Craft Wine Association represents small-production wineries throughout the United States. As small, independent businesses that depend on Direct-to-Consumer (DTC) shipping to sell products, craft producers must have the freedom to self-distribute to survive and grow.

With the use of modern technology, DTC shipping has proven to be safe and effective for small producers to operate, including the use of pre-purchase age verification, enhanced carrier tracking, and additional ways for state regulators to audit transactions, enforce compliance and collect revenues.

A recent study by Vinoshipper, a sponsor of the Craft Wine Association, demonstrates the effectiveness of pre-purchase age verification as a responsible and safe method of conducting DTC transactions.

https://mcusercontent.com/c7d8d9ba322f345658cec6d07/files/80dfdb79-aa1f-bba7-970f-3f50d19d512d/2023_Zerolink_Age_Verification_Study.pdf

It is critical for the craft beverage industry to modernize to ensure markets are open and fair, and to help small producers compete against large corporations, and give consumers more brands to consider in the marketplace.

For the reasons stated above, we support Oregon Senate Bill 616 and appreciate the opportunity to share our position.