

Submitter: Madeleine McCarthy
On Behalf Of: Von Ebert Brewing
Committee: Joint Committee On Addiction and Community Safety Response
Measure, Appointment or Topic: HB3197

I am writing to you with deep concern and a heavy heart as a small craft beer brewer in Portland. My husband and I have poured our passion and our lives into building up and working for two different prominent breweries here, contributing to the vibrant and renowned craft beer scene that makes Portland so unique. Oregon HB 3197 poses a direct and devastating threat to our livelihoods and the livelihoods of countless others in this industry.

The proposed changes outlined in HB 3197, particularly those related to changes to distribution, licensing, and taxation would create an untenable business environment for small craft breweries like ours. This bill would:

- Severely limit our ability to control our pricing, access markets, and imbibers throughout the state. These limitations would strangle our growth potential and make it nearly impossible to compete with larger, out-of-state corporations.
- Create an unfair playing field that favors large distributors and retailers, effectively shutting down the independent spirit that defines Portland's craft beer culture.
- Place an undue financial burden on small breweries, potentially forcing us to close our doors. My husband and I, along with many of our colleagues, would likely lose our jobs.

The craft beer industry is not just a business; it's a vital part of Portland's identity and economy. We are small business owners, employers, employees, and community members who contribute significantly to the city's unique character. This bill threatens to dismantle the very foundation of this thriving industry.

My husband and I, like many other brewers in this city, have built our lives around the promise of this industry. We have invested our time, and our passion into creating something special. HB 3197 would jeopardize everything we have worked for.

I implore you to recognize the devastating impact this bill would have on Portland's craft beer industry and the lives of those who depend on it. Please, stand with us and oppose HB 3197. Protect our livelihoods, protect our industry, and protect the unique spirit of Portland.

Thank you for your urgent consideration of this critical matter.

Sincerely,
Madeleine McCarthy
Lead Brewer Von Ebert Brewing