

From: [D'Anu Wines](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 comment
Date: Wednesday, September 25, 2024 10:04:01 AM

You don't often get email from info@danuwines.com. [Learn why this is important](#)

Between the decline in sales and visitation, rising employee costs, natural disasters, supply chain issues and an increasing cost of goods, local wine businesses need the support of lawmakers to survive. The last thing we need are tax increases and the proposed elimination for the exemption on smaller wineries would cause hardship on those smaller wineries eliminating the unique culture of Oregon produced wines.

Please don't pass this bill

Sent from my iPhone

From: [Aurora Coria](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 10:42:27 AM
Attachments: [CORIA_HB3610_TaskForce_LETTER_2024.docx](#)

You don't often get email from rori@coriaestates.com. [Learn why this is important](#)

Hello,

Please see our letter opposing tax increases. Thank you for all your hard work!

Cheers,

Aurora Coria
(*She*/her)
Winemaker
Coria Estates
Cel [REDACTED]
Tel [REDACTED]
www.coriaestates.com
rori@coriaestates.com

* Click our Happenings link to see whats happening at the winery today! ¡Salud!

“Always find time for the things that make you feel happy to be alive.”



Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, \$2.4 billion in wages, 2.3 million tourist visits and \$8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing \$72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

We oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Cheers,

The Coria Family

From: [Jason Hansen](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 10:37:16 AM

You don't often get email from jason.hansen@coldist.com. [Learn why this is important](#)

To whom it may concern,

I am sending this email to relay my discernment with the new alcohol tax proposal. I firmly stand against this proposal. Taxes are high enough as it is and with inflation rates at an all time high the average working person cannot afford to be taxed even more. OHA has testified to the task force that they cannot account for \$72 million in funds. This tells me that lack of money is not the issue. Lack of planning and accountability is. A higher tax on alcohol also does not solve problem consumption such as teens or excessive drinking from any person. With the missing \$72 million that should be accounted for we would have more than enough to allocate resources to these issues. Not only that but higher taxes will harm our brewers, wineries, and hop growers – all of which generate money for the state. Finally, I would like to add that I'm tired of being taxed every time I turn around. Taxes were not meant to take almost half of our paychecks. It's gotten completely out of control and what really needs to be done is some sort of reform to the state and federal spending so that the money is actually going where it needs to. The average working person cannot afford to keep having 40% of their paycheck taken from them for various different taxes. The working middle- and lower-class Americans have had enough!

Jason Hansen

[REDACTED]

Springfield Oregon 97478

Jason Hansen

Delivery Supervisor/Springfield Branch

Columbia Distributing

[REDACTED]

(office)

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From: [Julie Montoya](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 10:28:37 AM

You don't often get email from julie.montoya@coldist.com. [Learn why this is important](#)

To whom it may concern,

I am voicing my opposition to HB 3610. As you can tell I work for a distributor. In the 7+ years I have worked for this distributor I have witnessed cases prices steadily increase; currently averaging about 25% higher than they were in 2017. This is mostly because of taxes. Taxes on alcohol has been proven to be an ineffective tool at curbing excessive consumption. Oregon has a problem with tax funds not ending up where they were intended to go, and no oversight to fix it. The fact that OHA has no way of measuring effectiveness of money spent on behavioral health just adds to this oversight.

Oregon is known for microbreweries and wine. Please don't needlessly destroy the industry.

Julie Montoya

Admin | Recon | Bend Branch

Columbia Distributing

Office: [REDACTED]

Direct: [REDACTED]

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<http://ezenroll.fintech.net/Invite?token=b7b46704a8664d4cb7616713f99c3204>

From: [Paul Kowal](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 10:23:38 AM

You don't often get email from paul.kowal@coldist.com. [Learn why this is important](#)

I oppose any new taxes on beer and wine.

- OR Health Authority (OHA) must be held accountable before being given more taxpayer money.
 - o OHA testified to the task force that they cannot account for \$72 million in funds.
- Money is not the problem; the problem is the lack of planning and accountability.
- Alcohol taxes do not stop problem consumption, including excessive or teen drinking.
- Use existing taxes to solve substance use disorder. Only 3% of the current tax is used to fund such programs.
- Higher taxes will harm our brewers, wineries, and hop growers – all of which are money generators for the State.
- With high prices and inflation, now is not the time to increase taxes.
- Higher taxes will impact my livelihood and that of my family.

Paul Kowal
Facility Maintenance
Columbia Distributing
[REDACTED], Canby, OR 97013
Paul.kowal@coldist.com

From: [Craig Camp](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 10:18:11 AM

You don't often get email from craigcamp@gmail.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, \$2.4 billion in wages, 2.3 million tourist visits and \$8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing \$72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Thanks,

Craig

Craig Camp [LinkedIn](#)

Demeter Biodynamic® Regenerative Organic Certified® winegrowing

[CraigCamp.com](#)

From: [Craig Camp](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 10:17:22 AM

You don't often get email from craig@troonvineyard.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, \$2.4 billion in wages, 2.3 million tourist visits and \$8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing \$72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Craig Camp [LinkedIn](#)

Winegrower

Troon Vineyard, Applegate Valley, Oregon

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TroonVineyard.com

Cell [REDACTED]

From: [JB Rivail](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 10:09:39 AM
Attachments: [untitled](#)

You ne recevez pas souvent de courriers de la part de jb@ponzvineyards.com. [Découvrez pourquoi cela est important](#)

Dear Madam or Sir,

I am writing to express my strong opposition to the proposed wine tax increase outlined in House Bill 3610. As a wine professional, I am convinced that this action would significantly harm the wine industry, affecting farmers, producers, and Oregon's reputation as a business-friendly state that values craftsmanship and agriculture.

There is no evidence that increasing taxes on wine will effectively curb alcohol addiction, as it targets responsible consumers and small businesses rather than addressing the root causes of the issue. Furthermore, this tax will directly harm farmers and producers who are already facing significant challenges. **In these difficult times, it is crucial to support our agricultural community, not add further financial strain.**

When we acquired Ponzi Vineyards, making it our first significant development in the United States, we envisioned making Oregon the hub of our Northern American operations. Since acquiring the property, we have invested tens of millions of dollars into the local economy, improved the quality of life for many, and revitalized hundreds of acres of previously unused agricultural land. **Nonetheless, we are growing increasingly worried about the State's climate, which appears to be becoming less business-friendly and, notably, opposed to the wine industry** (even though wine is a fundamental part of Oregon's international identity and reputation for craftsmanship and quality).

This proposed tax is just one example, and it may prompt us to reconsider our investment plans in Oregon, prioritizing California instead, where the business environment is clearly more supportive of our industry.

At a time when the industry is promoting moderate drinking and a focus on quality over quantity, increasing taxes is counterproductive and will only exacerbate the difficulties faced by those working hard to sustain their livelihoods.

I urge you to reconsider this tax increase and explore alternatives that support both fiscal needs and the continued success of our wine industry and farming communities.

Thank you for your attention to this matter.

Sincerely,

JB Rivail
EVP Americas, Groupe Bollinger
CEO, Ponzi Vineyards

From: [Tiah DeGrofft](#)
To: [OLCC,Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 10:09:10 AM

You don't often get email from tiah.degrofft@coldist.com. [Learn why this is important](#)

My name is Tiah DeGrofft. I am writing to let you know that I oppose any new taxes on beer and wine. I work for Columbia Distributing who distributes beer and wine throughout the state of Oregon. This new tax will greatly affect me and my employees livelihoods and our customers. How can OHA not account for \$72 MILLION dollars of funds yet you expect taxpayers come up with more money out of our personal budgets? Money is the not the problem here. Lack of planning and accountability is! Higher taxes will harm our breweries, wineries and famers (hop growers), all of which are money generators for the state of Oregon.

Money will not solve or stop problem consumption, or teen drinking. But, existing taxes should be used to solve substance issues...how can only 3% of currently taxes go to such necessary programs?

Inflation is already KILLING Oregon citizens, now is not the time to increase taxes. You will quite literally create larger problems. More people dependent on state welfare to pay their bills. Do not do this to Oregonians!

Tiah DeGrofft

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**Tiah DeGrofft**

Columbia Distributing

██████████ ██████████ ██████████

Pendleton, OR 97801

Direct Line- ██████████

Front Office- ██████████

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**From:** [Daniel Shirley](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 10:01:14 AM

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You don't often get email from daniel.shirley@coldist.com. [Learn why this is important](#)

Good morning-

My name is Daniel Shirley, and I currently work for Columbia Distributing- I oppose any new taxes on Beer and wine due to multiple reasons; Some of which are-

With inflation as it is, and high prices now is not the time to increase taxes- People and organizations are already struggling and this would be detrimental to the people and businesses in Oregon.

Raising taxes would negatively impact the brewers, growers, and wineries all of which are strong money generators for the state. This would also impact and have a negative result on my livelihood and ability to feed and support my family.

The information I have read, this increase would be to fund the OHA who currently cannot account for 72 million dollars- before we earmark any more funds they should be held accountable for this missing money as well as provide a more comprehensive plan on the control, documentation, and chain of custody for these funds- not place an additional burden on the people and businesses to make up for the poor management of these funds. Where is the 72 million?

Additional taxes will not inhibit teen drinking, alcoholism or any other substance abuse-

Congressman Earl Blumenauer, "The consensus of all these experts we brought together is that money is not the problem," he says. "The question is how we mobilize and utilize the resources we've got."

Thank you for your time and consideration.

*Cheer's,*

*Daniel Shirley*

Senior EDI Specialist  
Columbia Distributing

[REDACTED] | Wilsonville, OR 97070

[REDACTED] (office)

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**From:** [Mallissia Binschus](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 9:55:26 AM

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You don't often get email from mallissia.binschus@coldist.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,  
I am writing to you as I firmly oppose a proposed increase to Oregon's beer, wine, and cider taxes. A tax increase would directly impact me and my ability to support my family as I work in alcohol industry.

Here are some additional items to consider including:

- OR Health Authority (OHA) must be held accountable before being given more taxpayer money.
  - o OHA testified to the task force that they cannot account for \$72 million in funds.
- Money is not the problem; the problem is the lack of planning and accountability.
- Alcohol taxes do not stop problem consumption, including excessive or teen drinking.
- Use existing taxes to solve substance use disorder. Only 3% of the current tax is used to fund such programs.
- Higher taxes will harm our brewers, wineries, and hop growers – all of which are money generators for the State.
- With high prices and inflation, now is not the time to increase taxes.
- Higher taxes will impact my livelihood and that of my family

Thank you for taking the time to read this.

Mallissia

**Mallissia Binschus**  
**Columbia Distributing**  
**Accounts Payable**  
[REDACTED]

**From:** [Khristy Harris](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 9:46:57 AM

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You don't often get email from khristy.harris@coldist.com. [Learn why this is important](#)

**I oppose** any new taxes on beer and wine.

Khristy Harris – Milwaukie, Oregon

**From:** [tom.nawr.org](mailto:tom@nawr.org)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 9:19:50 AM  
**Attachments:** [NAWR-TF 3610-PubComments.pdf](#)

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You don't often get email from tom@nawr.org. [Learn why this is important](#)

To Whom it may concern,

Please find attached public comments from the National Association of Wine Retailers concerning the HB 3610 task force and mission.

Thank you,

Tom Wark...

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**National Association of Wine Retailers**

TOM WARK  
EXECUTIVE DIRECTOR

  
tom@nawr.org



## **Public Comment on**

# **HB 3610 Task Force on Alcohol Pricing and Addiction Services**

To Whom It May Concern...

The National Association of Wine Retailers (NAWR) represents the interests of independent fine wine retailers across the county. The Association is especially concerned with regulatory, taxation and public policy concerning the impact of alcohol consumption.

NAWR has closely observed the legislative efforts in Oregon over the past few years to increase excise taxes on alcohol as well as the events that led up to passage of HB 3610, and the workings of the Task Force since its inception. We offer the following observations and public comments.

### **Oregon Excise Tax**

Oregon's wine excise tax on wine is in line with its neighboring states. At \$0.67 per gallon, Oregon's wine excise tax is greater than California (\$0.20/gl) and Idaho (\$0.45/gl) and lower than Washington State (\$0.87). The claim heard at times during Task Force meetings that Oregon has one of the lowest tax rates on wine, beer and spirits is without merit.

### **Alcohol Pricing and Substance Abuse**

As the report from EcoNorthwest as well as the experience in both Illinois and Maryland with increased alcohol taxes perfectly demonstrate, increasing the price of wine, beer and cider will do little if anything to impact the abusive and immoderate alcohol consumption. Heavy drinkers will simply trade down to less expensive product. Meanwhile the Oregon wine, beer, and cider industries, which are overwhelmingly premium in nature and appealing to responsible drinkers will see their revenues decreased. The idea of increasing prices on wine, beer, and cider in order to decrease heaving and dangerous drinking would fail and should be abandoned.

### **Understanding the Impact of Prevention and Treatment Services**

As was made clear by the Oregon Health Authority during the Task Force meetings, there has yet to be any significant effort to track the effectiveness of state funds allocated to prevention and treatment services. Requiring a study to determine the effectiveness of measures funded and taken by the state and outside services should have been the first step taken even before the Task Force was approved. Attempting to solve a problem without understanding what has worked in the past is bad policymaking. Before any efforts to increase funding are undertaken, such a study should be carried out.

### **Oregon Health Authority**

The Oregon Health Authority's attempt to hide the results of the EcoNorthwest study was a blow to the Authority's reputation and degraded any public confidence in its ability to be an objective institution. This episode, combined with the anti-wine industry "ReThink the Drink" advertising as well as the Authority's approval of two survey questions for Oregonians in which it is implied the Oregon alcohol industry encourages excessive drinking and drinking by minors should have disqualified the OHA from any involvement with this Task Force. They are working as an anti-alcohol, activist organization and have proven not to be trustworthy.

### **RECOMMENDATIONS**

NAWR urges the members of the Task Force as well as legislators who may consider bills related to the work of the Task Force to embrace the suggestions in Recommendation D—endorsed by 6 of Task Force members. Recommendation D is the most measured and practical of the several recommendations offered.

### **CONTACT**

Tom Wark, Executive Director  
National Association of Wine Retailers

██████████ • [tom@nawr.org](mailto:tom@nawr.org)  
<http://www.nawr.org>

**From:** [Dennis Cooper](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610  
**Date:** Wednesday, September 25, 2024 10:14:57 AM

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You don't often get email from [dennis.cooper@coldist.com](mailto:dennis.cooper@coldist.com). [Learn why this is important](#)

**Dear HB 3610 Task Force and Oregon Lawmakers,**

My Family and I **oppose any new taxes on beer and wine**. We are taxed at every turn, In place of adding new taxes please hold yourselves accountable for the taxes already collected and budget to spend with in the means of the Department. We also struggle with finances and cannot afford to spare any extra expense that will only create even more of struggle for myself and my family. I see the struggles daily with my teammates at work due to an already struggling economy. Please No more taxes!

Here are some additional items to consider including:

- OR Health Authority (OHA) must be held accountable before being given more taxpayer money.
  - OHA testified to the task force that they cannot account for \$72 million in funds.
- Money is not the problem; the problem is the lack of planning and accountability.
- Alcohol taxes do not stop problem consumption, including excessive or teen drinking.
- Use existing taxes to solve substance use disorder. Only 3% of the current tax is used to fund such programs.
- Higher taxes will harm our brewers, wineries, and hop growers – all of which are money generators for the State.
- With high prices and inflation, now is not the time to increase taxes.
- Higher taxes will impact my livelihood and that of my family.

Thank you.

Sincerely,  
Dennis H Cooper



Medford, Or 97504

**From:** [Paul Bonsky](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB3610  
**Date:** Wednesday, September 25, 2024 10:14:51 AM

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You don't often get email from paul@merveillevines.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

We are one of 1,500 Oregon vineyards and you need to be aware of the hardships that exist in the vineyard business. Between the decline in sales and visitation to tasting rooms, rising employee expenses,( 33% since COVID) natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing \$72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Thank you for listening,

Paul Bonsky

Sent from my iPhone

**From:** [Jim Raleigh](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** House Bill 3610  
**Date:** Wednesday, September 25, 2024 10:33:13 AM

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[You don't often get email from jim.raleigh21@gmail.com. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification> ]

Hi, I'm against any more tax increases for beer and wine sales. We have high enough food and beverages prices right now with the high inflation the past several years! It's a real challenge to save money when the cost of living keeps rising. Let's not make it worse please!

Thanks,

Jim Raleigh

Sent from my iPhone

**From:** [Marvin Mills](#)  
**To:** [OLCC,Communications \\* OLCC](#)  
**Subject:** Oppose New Alcohol Taxes  
**Date:** Wednesday, September 25, 2024 11:00:01 AM  
**Attachments:** [image002.png](#)

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You don't often get email from marvin.mills@coldist.com. [Learn why this is important](#)

Dear Commission,

I work in the Alcohol distribution Industry and have for 38 years. Covid and they economy have ALREADY brought significant increases to Grocery Stores, Bars, and Restaurants. Not All ran by big Chains. I have watched as countless successful establishments have closed leaving many unemployed workers. This would be another DAGGER in the heart of the industry and close even more accounts.

PLEASE oppose any New Taxes on Alcohol, save Oregon Jobs.

Cheers

Marvin S. Mills  
District Sales Manager  
Columbia Distributing  
Cell : [REDACTED]

[marvin.mills@coldist.com](mailto:marvin.mills@coldist.com)

*Join us on [Facebook](#) and [Instagram](#) for fresh brews, beverage news and community events!*



**From:** [Frank Squillo](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** Public Comment period for HB 3610  
**Date:** Wednesday, September 25, 2024 9:57:06 AM

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You don't often get email from [franksquillo@gmail.com](mailto:franksquillo@gmail.com). [Learn why this is important](#)

**Dear HB 3610 Task Force and Oregon Lawmakers,**

**Oregon is home to over 10,000 foodservice locations and over 2,400 lodging establishments. Creating nearly 180,000 jobs and more than \$14 billion in annual sales, hospitality is the second largest sector for the state. We're proud to stand with our hospitality partners in beer, wine and cider, which drive tourism and have helped put our state on the map.**

**Oregon's restaurants, brewpubs and tasting rooms are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not I**

**Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.**

**Beer, wine and cider are a vital part of Oregon's economy and identity, and its hospitality sector needs the support of Oregon lawmakers. I oppose raising Oregon's beer and wine taxes or creating an alcohol sales tax and you should too.**

**Thank you,**

Frank Squillo  
Owner  
Wanda's Cafe + Bakery  
Nehalem, OR

**From:** [Jeff Meader](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** Taxes  
**Date:** Wednesday, September 25, 2024 9:59:32 AM

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[You don't often get email from jeffm@eminentdomaine.com. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification> ]

To whom it may concern.

I'm writing in regards to a proposed tax increase on wine. The timing couldn't be worse. For 2 years tourism has been down. Payroll, taxes, supply costs and farming costs continue to rise. The state is waging war on the industry claiming that it's unhealthy.

Raising taxes will only hurt us and encourage limiting production and employment.

Please don't raise our taxes.

Jeff Meader  
Eminent Domaine

Sent from my iPad

**From:** [Russ Roesselet](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3310  
**Date:** Wednesday, September 25, 2024 11:44:17 AM

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You don't often get email from russ.roesselet@coldist.com. [Learn why this is important](#)

Dear OLCC Task Force

I have seen recent [articles](#) about increasing beer and wine taxes in Oregon, and aware of a [legislative task force](#) was established to consider the "benefits and drawbacks of imposing taxes on beer and wine," among other things. It is my understanding the task force is wrapping up its work and is looking for public feedback.

I want to make sure you know I oppose any new taxes on beer and wine. I have worked in the Beer and Wine industry my entire career, currently working at Columbia Distributing Company. A tax increase will not only impact all Oregonians, but it will also impact me, my family and my customer clients, the on-premise restaurant business had been devastated by closures due to increased costs, cutting into profit margins that are slim to begin with. With the increase of break-ins, glass windows and doors shattered, so many top chefs driven restaurants being driven out of downtown Portland by high crime, lack of police response, damage to their establishments. Reading a recent KOIN TV Survey, Portland restaurant owners don't feel supported by the city, nearly 92% of restaurant owners surveyed have dealt with a break in. It's extremely difficult to find servers to work in good areas of town, let alone downtown Portland, your proposed increased costs will only drive-up prices on food & beverages in restaurants, driving away customers, closing businesses, and adding to the devastation of the local restaurant scene and shuttering struggling businesses.

We need accountability in our local government, all Oregonians need to budget their income to keep their check book balanced, living with out to get by in the current environment of way too high food prices. How can we trust our local government when the only people who are accountable are taxpayers. The Oregon Health Authority (OHA) must be held accountable before being given more taxpayer money; OHA testified to the task force that they cannot account for \$72 million in funds. Money is not the problem; the problem is the lack of planning and accountability. Alcohol taxes do not stop problem consumption, including excessive or teen drinking. Use existing taxes to solve substance use disorder, it is my understanding that only 3% of the current tax is used to fund such programs. Higher taxes will harm our restaurants, hotels, brewers, wineries, and hop growers – all of which are money generators for the State. With high prices and inflation, now is not the time to increase taxes, because higher taxes will impact my livelihood and that of my family.

Sincerely  
*Russ M Roesselet*

Russ M Roesselet  
[REDACTED]  
Portland, Oregon, 97217

**From:** [Christie Sjolin](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 11:52:39 AM  
**Attachments:** [HB 3610 Comments - CMAW \(9-25-24\).pdf](#)

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You don't often get email from christine@coopermountainaleworks.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Cooper Mountain Ale Works employs more than 50 people in Washington County. Overall, Oregon's more than 300 breweries help create 50,000 jobs, \$2.8 billion in wages and \$8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. Many small neighborhood breweries like ours are hanging by a thread. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Like all of Oregon's breweries, Cooper Mountain Ale Works faces significant challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers. Increasing taxes on breweries does not solve the problem Oregon is facing and makes it harder for our business to survive.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's \$470 million behavior health package, Measure 110's \$300 million and \$600 million from the opioid lawsuit settlement and the 2024 legislative investment of \$211 million for housing, mental health and addiction services – far more than \$1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing \$72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should, too.

Cheers,

Christine Sjolin  
President & Founder  
Cooper Mountain Ale Works



Est. 2016

Sept 25, 2024

Dear HB 3610 Task Force and Oregon Lawmakers,

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Cheers,

Christine Sjolín  
President & Founder  
Cooper Mountain Ale Works

**From:** [holly@rushcider.com](mailto:holly@rushcider.com)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 11:50:19 AM

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You don't often get email from [holly@rushcider.com](mailto:holly@rushcider.com). [Learn why this is important](#)

Dear Task Force Members,

As a life long Oregon resident and small business owner in Oregon's craft cider industry, I am writing to express my concerns about the potential increase in alcohol taxes under HB3610. Over the past few years, our industry has been battered by one challenge after another. The COVID-19 pandemic forced us to close our doors on multiple occasions, disrupting customers, and causing us to lose many of our regulars. Business in our tasting room has never recovered since. As one of those businesses that survived, only because of our personal savings, we have faced ongoing challenges, including labor shortages, supply chain disruptions, and skyrocketing costs of materials and other supplies due to inflation. The high cost of minimum wage has made it extremely difficult to hire and train inexperienced workers, adding to our challenges. In addition to economic factors, the Alameda fire in Southern Oregon destroyed our main (and only regular) food truck and took many others out of rotation to help feed those who lost their homes. The increase in economic instability we are dealing with now has caused our local sales to suffer drastically. We have been forced to cut days that our tasting room is open because we cannot get enough sales to even cover our labor, much less our COGS and business overhead.

In this context, the proposal to increase taxes on alcohol feels like another blow to an industry already on its knees. Our friends in the industry are small, independent businesses that have invested our lives and life savings into creating something unique and beloved in our communities. We are not multinational corporations with deep pockets; we are local businesses that provide jobs, contribute to tourism, and play a vital role in the cultural fabric of Oregon.

While I understand the importance of funding addiction recovery services, Oregon is already one of the best-funded states in the country. Before imposing additional taxes, I urge the task force to consider whether existing funds are being managed effectively. The Oregon Health Authority's failure to account for \$72 million in recovery funds and their lack of basic data on treatment capacity and patient needs suggests that the issue is not a lack of resources but rather how those resources are being utilized.

Imposing higher taxes will not address these management issues, but it will harm small businesses that are already struggling to stay afloat. I ask that you consider the broader economic impact and the potential harm to an industry that has done so much to define Oregon's identity.

Sincerely,

**Holly Dyer**

Gold Rush Brewing, LLC  
Gold Rush Cider

**From:** [Ben Edmunds](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 11:49:36 AM

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You don't often get email from ben@breakside.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, \$2.8 billion in wages and \$8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

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Oregon breweries are not large faceless 'beverage companies' – they are owner/operator businesses with heavy investment in labor and connected to local suppliers for hops, malt, yeast, packaging materials, fruits, and other key ingredients. We are craft artisans working with products from our part of the world. Breweries support and sustain local farmers and local agriculture.

We are experiencing the 'long COVID' of the beverage world. Sales are down, costs are up, and the things that are selling don't make much money. All of this puts a

tremendous squeeze on our businesses. My own brewery— one that is considered a paragon of success – had to rely on the state-sponsored WorkShare program this winter to avoid laying off 20% of our staff due to unforeseen drop-offs in sales. I know I speak for many breweries in the state when I say that their businesses are hanging on by a thread.

For every barrel of beer that is produced, the average revenue to a brewer in Oregon is approximately \$349. When you break that down to a six pack— it means that a brewery effectively earns \$6.33 on average for that beer. On average, our revenue per six pack is \$6.33, so where does that revenue go and what profit is left over at the end? A full 46% of our cost goes into raw materials. That includes malt, hops, and other ingredients as well as packaging materials, CO2 and oxygen, cleaning chemicals, safety equipment for staff, laboratory supplies, and kegs. We spend another 23% on labor and employee benefits. Figure in taxes, rent, utilities, as well as auto and truck expenses, bar supplies, freight charges, delivery fees, kitchen and restaurant supplies, pest control, elevated wastewater and sewage fees and you get another 11%. Insurance, licenses and permits, professional legal and accounting services, ongoing building maintenance, plus Oregon's Corporate Activities Tax and you cover another 13%. What does this leave us with? About \$0.25. We started with \$6.33, and when all is said and done and our staff, bills, and taxes are paid, the brewery has profited \$0.25.. Increase our costs \$0.26 per six pack, and we're quickly going out of business.

The brewers in this state recognize the urgency and seriousness of the addiction problems in Oregon and the need for treatment services to receive sufficient, direct, well-managed funding. Our industry has long-positioned itself as the alcohol beverage choice of moderation. Our businesses have been witness to the impacts of alcohol abuse and the lack of timely treatment. It ruins careers and lives; it leads to blight on the streets of our storefronts; we suffer from addiction-related crime. The data does not point to expensive craft beer as being the product category that drives alcohol abuse. But we want to play our role in helping solve this issue. Alcohol tax is the 3rd largest revenue source for the state, but only 3% of the tax dollars our businesses pay are being used for current programs. We know that our tax dollars are not getting where they need to be to help address this complicated issue. Increasing taxes – to businesses and consumers – alone does not curb dangerous behavior or consumption. We know that revenue alone is not the issue: the state has a windfall forecasted; what can be done with those monies that are already coming in? A tax increase right now or in the next few years will be a nail in the coffin for many small breweries across the state. I worry that rushing towards a decision which emphasizes tax or price increases without a plan for exactly how these new monies would change the dynamics of funding for treatment, that doing all this will just put me

and lots of other breweries out of business.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,  
Ben Edmunds  
President, Oregon Brewers Guild  
Brewmaster, Breakside Brewery (Portland, OR)

--

Ben Edmunds, Brewmaster  
Breakside Brewery

[REDACTED], Milwaukie, OR 97222 (Production Brewery and Tap Room)

[REDACTED] Portland, OR 97211 (Brewery and Restaurant)

[REDACTED], Portland, OR 97210 (Brewery and Restaurant)

#seekandenjoy

**From:** [Israel Morales](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 11:47:54 AM

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You don't often get email from israel@kachkapdx.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon is home to over 10,000 foodservice locations and over 2,400 lodging establishments. Creating nearly 180,000 jobs and more than \$14 billion in annual sales, hospitality is the second largest sector for the state. We're proud to stand with our hospitality partners in beer, wine and cider, which drive tourism and have helped put our state on the map.

Oregon's restaurants, brewpubs and tasting rooms are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's \$470 million behavior health package, Measure 110's \$300 million and \$600 million from the opioid lawsuit settlement and the 2024 legislative investment of \$211 million for housing, mental health and addiction services – far more than \$1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing \$72 million is twice as much as what the state receives from beer and wine taxes per biennium.

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Beer, wine and cider are a vital part of Oregon's economy and identity, and its hospitality sector needs the support of Oregon lawmakers. I oppose raising Oregon's beer and wine taxes or creating an alcohol sales tax and you should too.

Thank you,

--

ISRAEL MORALES  
Co Owner/Director of Operations  
**KACHKA LLC & FABRIKA LLC**  
m: [REDACTED]

**From:** [Wade Fauth](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 11:42:32 AM

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You don't often get email from wadefauth@gmail.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, \$2.8 billion in wages and \$8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

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already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,

**Wade Fauth**  
**Sales manager**

Ascendant Beer Co.  
Ponderosa Brewing Co.  
Zoiglhaus Brewing Co.

Cell: 

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**From:** [Kacee Kubli](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 11:41:33 AM

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You don't often get email from [kkubli0611@gmail.com](mailto:kkubli0611@gmail.com). [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, \$2.8 billion in wages and \$8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

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Cheers,  
Kacee Kubli

**From:** [Stephen Such](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 11:40:37 AM

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You don't often get email from [steve@fallingskybrewing.com](mailto:steve@fallingskybrewing.com). [Learn why this is important](#)

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Cheers,  
Stephen P. Such  
Falling Sky Brewing  
[www.fallingskybrewing.com](http://www.fallingskybrewing.com)

**From:** [Jake Elder](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 11:40:08 AM

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You don't often get email from [jelder@lazydaysbrewing.com](mailto:jelder@lazydaysbrewing.com). [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

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**As a brewer and the owner of one of the newer breweries in Oregon, I can tell you that the headwinds that our industry is already facing have been detrimental to many of us. The last year has seen a record number of brewery closures, primarily small breweries and brewpubs that struggle to weather tougher economic conditions. Started in late 2023, our pubs provide over 60 jobs in the greater Portland Metro area, and the beer we brew is what keeps our pubs open to provide community spaces for gatherings and events. An increase on excise taxes at a time where our cost of raw materials is climbing**

**and our customer's appetite for cost increases on food and beverages is squeezing the industry from both sides, and we will continue to see more small breweries and brewpubs close as a result.**

**Thank you for considering the needs of a struggling industry in your decision making process.**

Cheers,  
Jake Elder  
Brewer and Co-Owner  
Lazy Days Brewing Co

**From:** [Jason Pond](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 11:37:39 AM  
**Attachments:** [image001.png](#)

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You don't often get email from [jasonp@rogue.com](mailto:jasonp@rogue.com). [Learn why this is important](#)

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Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,

**From:** [Greg Jones](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 11:37:07 AM  
**Attachments:** [image001.png](#)

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You don't often get email from [greg@abacela.com](mailto:greg@abacela.com). [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,  
As a small Oregon wine grower and producer, I am deeply concerned about the discussion of raising taxes on an industry that is critical to our state yet struggling across a myriad of economic issues.

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, \$2.4 billion in wages, 2.3 million tourist visits and \$8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down. Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes. There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing \$72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Regards,  
Greg

Email: [greg@abacela.com](mailto:greg@abacela.com)

Cell: [REDACTED]

**From:** [Alan Taylor](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 11:32:47 AM

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You don't often get email from aljtaylor@gmail.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, \$2.8 billion in wages and \$8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

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Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Thanks,

Alan Taylor  
Brewmaster

Ascendant Beer Co.  
Ponderosa Brewing Co.

**From:** [Paul Reiter](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 11:32:40 AM

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You don't often get email from paul@greatnotion.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, \$2.8 billion in wages and \$8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

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Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers!!!! I oppose raising Oregon's beer taxes and you should too!!!!

Cheers,

Paul

--

Paul Reiter  
CEO  
Great Notion  
[buy beer here!](#)  
[instagram](#)

**From:** [Rob McCoy](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 11:32:21 AM

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You don't often get email from rob@greatnotion.com. [Learn why this is important](#)

To whom it may concern,

My name is Rob McCoy, Director of Brewing operations at Great Notion Brewing in Portland Oregon.

I am writing to oppose any new taxes on beer.

Craft beer, wine, cider and spirits are a cornerstone of the culture of Oregon. Currently the industry is already in a downturn marked by more closures, loss of tourism, and severely reduced revenue to the industry. Further tax increases would increase closures with a lasting impact on the economy of Oregon. More empty commercial real estate, more unemployment, higher prices for Oregonians already battling severe inflation.

For producers of these products we have been forced to raise prices so high so quickly that we can not raise prices to even cover the increase cost of goods to produce. This has already lead to severe layoffs in the industry. To put it bluntly, there is no more money to tax in the industry. Most of us are barely getting by as it is. Any more increase will lead to more closures and a further decay of what this state once was economically.

Please take this into account when making your decision.

Thank you,

--

Rob McCoy  
VP of Brewing Operations  
Great Notion Brewing

[buy beer here!](#)

[instagram](#)



**From:** [David Sanguinetti](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 11:31:02 AM

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You don't often get email from david@forelandbeer.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, \$2.8 billion in wages and \$8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%. At the current rate, any increase in operating costs will decimate the industry.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, rent hikes, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's \$470 million behavior health package, Measure 110's \$300 million and \$600 million from the opioid lawsuit settlement and the 2024 legislative investment of \$211 million for housing, mental health and addiction services – far more than \$1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing \$72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,

**From:** [Annie Brix](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 11:30:54 AM

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You don't often get email from [annie@wayfinder.beer](mailto:annie@wayfinder.beer). [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,  
Oregon's more than 300 breweries help create 50,000 jobs, \$2.8 billion in wages and \$8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

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Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,  
Annie Brix • Operations  
wayfinder.beer  
she/her

**From:** [Jason Barbee](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 11:30:20 AM

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You don't often get email from [jason@levelbeer.com](mailto:jason@levelbeer.com). [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, \$2.8 billion in wages and \$8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

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Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,

Jason Barbee  
Brewer/Owner

**From:** [Noelle Sawyer](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 11:26:52 AM

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You don't often get email from [noelle.sawyer@coldist.com](mailto:noelle.sawyer@coldist.com). [Learn why this is important](#)

Hello,

I am sending this email because I oppose any new taxes on beer and wine in Oregon. I work in the alcohol industry, and I believe raising the taxes on alcohol would have more negative impacts on me as a consumer and an employee in the industry, than positive ones.

I am a young adult trying to get by in an economy with already high inflation rates and opting to increase prices more does not make sense to me. I have seen what has happened with people in my family who smoke cigarettes; even though they have little money to spend, they still decide to purchase cigarettes with the high tax on them. People are going to purchase alcohol or cigarettes no matter what, why would we continue to cripple people further financially?

One could argue that the tax revenue from cigarettes or alcohol could be put to good use, but from what I have learned in my short life is that most taxes are not being put to good use at all. Where's the accountability and where is my money as a taxpayer money going? If I knew for a fact that it was being put to good use and that I could reap the benefits, perhaps my mind would be changed- I just don't see that happening any time soon.

Most importantly, this tax would negatively impact the industry I work in which directly impacts the livelihood of me and my family.

Thank you for taking the time to read and I hope this feedback is helpful.

Noelle Sawyer

Supervisor Inventory | Canby

Columbia Distributing

Cell: [REDACTED]

[www.coldist.com](http://www.coldist.com)

**From:** [Ellen Brittan](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 11:23:29 AM

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You don't often get email from ellen@brittanvineyards.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, \$2.4 billion in wages, 2.3 million tourist visits and \$8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing \$72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

We oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Sincerely,

Robert and Ellen Brittan  
Owners/ Brittan Vineyards  
McMinnville, OR

**From:** [Chuck Ross](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Cc:** [Travis Anders](#); [Collin Burton](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 11:20:54 AM  
**Attachments:** [3610TaskforceRecommendations.pdf](#)

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You don't often get email from [chuck.ross@coldist.com](mailto:chuck.ross@coldist.com). [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

I have lived in the beautiful state of Oregon the entire 65 years of my life and of those years have been employed with an alcoholic beverage distributor for over 41 years. I am writing to let you know I OPPOSE ANY NEW TAXES ON BEER AND WINE!!!!

Enough is enough as it is time that agencies are held accountable for our money.

- OR Health Authority (OHA) must be held accountable before being given more taxpayer money.
  - OHA testified to the task force that they cannot account for \$72 million in funds.
- Money is not the problem; the problem is the lack of planning and accountability.
- Alcohol taxes do not stop problem consumption, including excessive or teen drinking.
- Use existing taxes to solve substance use disorder. Only 3% of the current tax is used to fund such programs.
- Higher taxes will harm our brewers, wineries, and hop growers – all of which are money generators for the State.
- With high prices and inflation, now is not the time to increase taxes.
- Higher taxes will impact my livelihood and that of my family.

Charles M. Ross

[REDACTED]

Medford, OR 97504

Chuck Ross

Southern Oregon Key Accounts Mgr.

Columbia Distributing

Cell: [REDACTED]

[chuck.ross@coldist.com](mailto:chuck.ross@coldist.com)

Join us on [Facebook](#) and [Instagram](#) for fresh brews, beverage news and community events!

The following recommendations are submitted by HB 3610 Taskforce members Jamie Floyd, Marcus Reed, Fawn Barrie, Jana McKamey, Aaron Sarnoff-Wood, and Danelle Romain

### **Key Recommendation:**

Alcohol taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space, a third-party must “untangle the bowl of spaghetti” and unaccounted for revenue and prove results before proposing simply more revenue or increasing taxes on already struggling Oregon businesses. Beer, wine and cider are a vital part of Oregon’s economy and identity and need the support of Oregon lawmakers and our communities.

### **Context and References:**

1. **Alcohol Pricing, Addiction, Taxation:** The Taskforce has received overwhelming data from the [EcoNorthwest](#) firm and the [Senior Economist](#) in the Legislative Revenue Office that alcohol demand is inelastic and taxes are ineffective as a tool to control alcohol consumption, especially excessive or teen drinking. Knowing alcohol taxes do not curb problem consumption, the state should increase the use of existing tax and mark-up revenue beyond the current 3% to fund proven and vetted SUD programs.
2. **Addiction Treatment and Prevention Services:** OHA does not know whether money spent on behavioral health has made a difference because, as OHA testified to the Taskforce, OHA does not track the money after it is spent or hold providers accountable. OHA does not collect the minimum data necessary to determine what gaps in services may exist. No data is collected regarding recovery asset utilization rates, outcomes resulting from recovery treatment, insurance barriers, existing prevention programs statewide, or public health benefits from recent increases in recovery funding. There is no attempt to measure success to make the case for additional or redirected resources from programs that are not producing desired outcomes.

Targeting beer, wine and cider will not solve Oregon’s drug crisis. [According to the OLCC](#) and consistent with widespread industry data, alcohol sales are down across categories, and [teen drinking](#) is at historic lows.

The Legislature should inventory what school districts are already doing under the [statutorily required substance use disorder prevention programs](#) to understand what, if any, gaps exist in current prevention curriculum. To incentivize service providers, CCOs metrics, which are currently only tied to new patient diagnoses, could expand to include relapses so they’re set up for success each time.

3. **Distribution of Resources:** Alcohol taxes are the state's third largest source of revenue. Less than 3% is earmarked for mental health and addiction. Reallocation of existing funds or earmarking any new OLCC revenue to proven and vetted SUD programs would be a logical step forward.

Oregon can improve distribution of resources and coordination. If we had a more effective central hub at the state level [as recommended by experts](#), Oregon could take advantage of more federal matching funds. Our siloed approach limits funding and coordination opportunities. OHA could work to make funds less siloed and be more holistic in how they spend resources on public health, recognizing the reality of co-occurrences.

4. **Overall Funding:** Oregon's funding of SUD services is some of, if not, the [highest](#) in the nation per capita with little known about what we're buying and whether it's working or not. SUD funding has increased 100% since 2021, over \$1 billion and we have little to show for it. OHA has more than they have spent, and these programs take time to show if they work or if funds should be redirected to other uses. Before spending more, we should evaluate if this new funding is working and if not, funds should be redirected to programs with proven results.

OHA presented what they spent in 2021-2023 but not what was budgeted by the legislature or other new revenue streams. And more was budgeted for 2023-2025 that wasn't presented during the Taskforce. A study in 2017 found Oregon spends more on drug addiction recovery and prevention than 75% of other states ([ranked 14<sup>th</sup>](#) in spending), yet we're one of the worst in outcomes ([ranked 7<sup>th</sup>](#) in needing but not receiving treatment for alcohol use disorder). And that was before we added \$1 billion more in spending.

[Willamette Week](#) "There's so much money because there's a crisis."  
"There's a real opportunity for people to take advantage."

[Congressman Earl Blumenauer](#), "The consensus of all these experts we brought together is that money is not the problem," he says. "The question is how we mobilize and utilize the resources we've got."

5. **Public Education & Prevention:** The Legislature should investigate substance use disorder curriculum for school education programs ([something already mandated](#)) to see if it's working. [Teen drinking](#) at historic all-time lows would suggest that mandate has seen some success. The state should inventory existing curriculum and assess success rates, and seek federal matches to [optimize prevention programs and seek efficiencies](#).  
OLCC alcohol licensee training programs should be examined for best practices. Additionally, the OLCC should use existing alcohol tax and mark-up

revenue to ensure they are adequately enforcing Oregon's numerous alcohol control laws.

6. **Data Collection & Research:** A trusted third party should implement data collection for the state, including establishing a real-time database of SUD beds statewide, a tracking tool for OHA spending and provider outcomes, and a study on what's working in other states and why Oregon is spending more per capita for little results. With [7.4%](#) of OHA's SUD budget unaccounted for according to OHA's Taskforce testimony, we also need a third party audit of OHA and SUD programs and funding.

**From:** [Valarie Doss](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments: Save Oregon Craft Beer!  
**Date:** Wednesday, September 25, 2024 11:51:20 AM

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You don't often get email from val@bevelbeer.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, \$2.8 billion in wages and \$8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

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Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,  
Valarie Doss

Bevel Craft Brewing  
Owner/Head of Marketing

**From:** [J Shilling](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Task Force  
**Date:** Wednesday, September 25, 2024 11:27:48 AM  
**Attachments:** [PastedGraphic-1.tiff](#)

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You don't often get email from [j@dirtyroadbrewing.com](mailto:j@dirtyroadbrewing.com). [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, \$2.8 billion in wages and \$8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's \$470 million behavior health package, Measure 110's \$300 million and \$600 million from the opioid lawsuit settlement and the 2024 legislative investment of \$211 million for housing, mental health and addiction services – far more than \$1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing \$72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,

**J Shilling**  
**Head Brewer**  
**Dirt Road Brewing**  
**Philomath, OR 97370**  
**Cell:** [REDACTED]



**From:** [Matt Williams](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610  
**Date:** Wednesday, September 25, 2024 11:48:15 AM

---

You don't often get email from matt@block15.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, \$2.8 billion in wages and \$8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

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Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,  
Matt Williams

--

Matt Williams - Brewery Operations Director

Block 15 Brewing Co.  
[REDACTED]

**From:** [Osha Schultz](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Cc:** [jeaninsha@q.com](mailto:jeaninsha@q.com)  
**Subject:** HB 3610  
**Date:** Wednesday, September 25, 2024 11:34:18 AM

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You don't often get email from osha.schultz@coldist.com. [Learn why this is important](#)

Dear Oregon Liquor and Cannabis Commission,

I am writing to express my opposition to any new taxes on beer and wine. As someone who works in the industry, I am deeply concerned about the potential negative impacts these taxes could have on my livelihood, my family, and our customers.

Higher taxes will harm our brewers, wineries, and hop growers, all of which are significant contributors to Oregon's economy. With the current high prices and inflation, now is not the time to increase taxes. Additionally, the Oregon Health Authority (OHA) must be held accountable before being given more taxpayer money, especially considering their inability to account for \$72 million in funds.

Money is not the problem; the issue lies in the lack of planning and accountability. Alcohol taxes do not effectively address problem consumption, including excessive or teen drinking. Instead, existing taxes should be used to fund substance use disorder programs, as only 3% of the current tax is allocated for this purpose.

Thank you for considering my comments.

Sincerely,

Alyosha Schultz

████████████████████ Portland OR 97217

Osha Schultz  
Manager | Warehouse  
Columbia Distributing  
Canby

████████████████████ | [osha.schultz@coldist.com](mailto:osha.schultz@coldist.com)  
[www.coldist.com](http://www.coldist.com) | [We're Hiring!](#)

Join us on [Facebook](#) and [Instagram](#) for fresh brews, beverage news and community events!

**From:** [Koscina Tam](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB3610 Comments  
**Date:** Wednesday, September 25, 2024 11:00:34 AM  
**Attachments:** [image001.png](#)

---

You don't often get email from [bookkeeping@coelhowinery.com](mailto:bookkeeping@coelhowinery.com). [Learn why this is important](#)

Hi there,

Increasing wine tax will be a disaster damage to Wine industry in Oregon, that will lower our competitive among the nation. It is another method to kill wine industry in Oregon.

Thank you.  
Koscina Tam  
Bookkeeper



**Share the bottle,**  
keep the moment .

**Email:** [bookkeeping@coelhowinery.com](mailto:bookkeeping@coelhowinery.com)

**Office Phone:** [REDACTED]

**Winery Phone:** [REDACTED]

**Web:** [coelhowinery.com](http://coelhowinery.com)

**FB:** [facebook.com/coelhowinery](https://facebook.com/coelhowinery)

**Insta:** [instagram.com/coelho\\_winery](https://instagram.com/coelho_winery)

**MAILING ADDRESS:** [REDACTED], Amity OR 97101

**Street Address (WINERY/TASTING ROOM):** [REDACTED] Amity OR 97101

**Street Address (WAREHOUSE):** [REDACTED], Amity OR 97101

**From:** [Dani Rosendahl](#)  
**To:** [OLCC,Communications \\* OLCC](#)  
**Subject:** HB 3610 COMMENTS  
**Date:** Wednesday, September 25, 2024 11:55:17 AM

---

You don't often get email from dani.rosendahl@gmail.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon is home to over 10,000 foodservice locations and over 2,400 lodging establishments. Creating nearly 180,000 jobs and more than \$14 billion in annual sales, hospitality is the second largest sector for the state. As a hospitality partner selling beer, wine and cider, our work drives tourism and has helped put our state on the map.

My restaurant is facing major challenges. We've been in business for 18 years and it's never been this bad. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's \$470 million behavior health package, Measure 110's \$300 million and \$600 million from the opioid lawsuit settlement and the 2024 legislative investment of \$211 million for housing, mental health and addiction services – far more than \$1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing \$72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer, wine and cider are a vital part of Oregon's economy and identity, and its hospitality sector needs the support of Oregon lawmakers. I oppose raising Oregon's beer and wine taxes or creating an alcohol sales tax and you should too.

Thank you,

--

Dani Rosendahl  
Director of Operations  
The Pit Stop Sports Bar & BBQ Grill  
[REDACTED], Beaverton, OR 97005

**From:** [Todd Crowell](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 comments  
**Date:** Wednesday, September 25, 2024 11:56:47 AM

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You don't often get email from todd@archrockbeer.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

I am a minority owner of Arch rock brewing company in Gold Beach, Oregon. We are a small brewery on the southern Oregon coast. We are struggling to make ends meet as it is and this bill could be the final straw for us. This Bill punishes an industry unnecessarily for a drug problem that was created by the Pharmaceutical Industry. This is a poorly thought-out Bill which will harm an important Oregon Industry, ignore the cause of the problem and accomplish very little benefiting the people of Oregon

Oregon's more than 300 breweries help create 50,000 jobs, \$2.8 billion in wages and \$8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's \$470 million behavior health package, Measure 110's \$300 million and \$600 million from the opioid lawsuit settlement and the 2024 legislative investment of \$211 million for housing, mental health and addiction services – far more than \$1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing \$72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If

SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,

Todd Crowell

**From:** [Natalie Rose Baldwin](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 12:30:38 PM

---

You don't often get email from natalie@wayfinder.beer. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,  
Oregon's more than 300 breweries help create 50,000 jobs, \$2.8 billion in wages and \$8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

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Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

--

**Natalie Rose Baldwin** (she/her)

*Brewmaster*

Wayfinder Beer

Portland, Oregon 97214

**From:** [Noah Palmer](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 12:29:02 PM

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You don't often get email from noah@forelandbeer.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, \$2.8 billion in wages and \$8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's \$470 million behavior health package, Measure 110's \$300 million and \$600 million from the opioid lawsuit settlement and the 2024 legislative investment of \$211 million for housing, mental health and addiction services – far more than \$1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing \$72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on

already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,  
Noah Palmer

**From:** [Wendy Lange](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 12:07:23 PM

---

You don't often get email from [wendy.lange@langewinery.com](mailto:wendy.lange@langewinery.com). [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, \$2.4 billion in wages, 2.3 million tourist visits and \$8 billion in economic activity for the state each year, making Oregon a top wine producing state.

However, since the pandemic, Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't spent all the monies budgeted. That missing \$72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Sincerely,

Wendy Lange  
Managing Business Partner  
<http://www.langewinery.com>

**From:** [Shane Watterson](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 12:02:12 PM

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You don't often get email from shane@levelbeer.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,  
Oregon's more than 300 breweries help create 50,000 jobs, \$2.8 billion in wages and \$8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

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Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,  
Shane

Shane Watterson  
Brewer / Owner  
Level Beer

**From:** [Nathan Doss](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 11:59:15 AM

---

You don't often get email from [ndoss@bevelbeer.com](mailto:ndoss@bevelbeer.com). [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

To introduce myself, my name is Nathan Doss, the owner and operator of Bevel Craft Brewing and Craft Beer Brewery in Bend, OR. I write this letter to urge you to please rethink raising the Excise Tax Rate.

Our business is just over 5 years old and has gone through a gamut of changes since opening. First and foremost we had to endure the COVID-19 Pandemic. We worked hard to follow all rules and regulations and provide our customers and fellow Oregon citizens a safe place to enjoy or product. Since then we have seen our industry shrink by 50 breweries in the State and have seen our own business have zero growth and in fact have negative growth.

I entered the beer brewing industry not to get rich but to be a part of my community and create jobs for people that are passionate about our products. I moved to this State to open my business because in years past I have seen the State of Oregon support small businesses and locally made beer. This does not just affect the brewers but farmers, distributors, restaurants, pubs and many other businesses that are touched but the beer industry.

We and many other breweries are on the brink of failure due to many factors and an Excise Tax increase could potentially cripple our industry. Please consider how this will impact not just ownership but thousands of employees who love the industry and would be forced to find new employment.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Thank you for your time and efforts!

Beers & Birdies,

Nate Doss  
Owner/Head Brewer  
Bevel Craft Brewing

**From:** [nick.rosenstadt.beer](mailto:nick@rosenstadt.beer)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 11:58:06 AM

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You don't often get email from [nick@rosenstadt.beer](mailto:nick@rosenstadt.beer). [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, \$2.8 billion in wages and \$8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

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Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,

-Nick

---

Nick Greiner, Co-Founder  
Rosenstadt Brewery LLC

[nick@rosenstadtbrewery.com](mailto:nick@rosenstadtbrewery.com)

[www.rosenstadtbrewery.com](http://www.rosenstadtbrewery.com)

[Join our mailing list](#)

**From:** [Mike Thayer](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Cc:** [Petesmtnwinery](#)  
**Subject:** HB 3610  
**Date:** Wednesday, September 25, 2024 11:57:04 AM  
**Attachments:** [Outlook-Light-LOG](#)

---

You don't often get email from mike@petesmtnwinery.com. [Learn why this is important](#)

To whom it may concern,

I wanted to comment on HB 3610 for the record. I am against this bill to raise the tax on the sale of wine in the state of Oregon. As a self-employed small family farm/wine producer, the proposed tax would have a negative impact on my ability to run my business. The tax burden on my company and family is already a challenge to meet. I feel that I am not alone regarding excessive taxation on small Oregon businesses, families and individuals. State of Oregon taxes along with the cost of raising a family have risen immensely over the past five to ten years. Not to mention health insurance, education expenses and food costs have risen faster than incomes! The State of Oregon legislature and government should not continue to burden the citizens who they serve with additional expense, while small businesses, families and individuals are struggling to make ends meet. How about the State of Oregon government leaders try to cut the costs of government instead of continuing to raise taxes? Government taxes and spending do not always need to increase unless government spending is always rising. I do not think that HB 3610 is a good idea, it only continues to serve government spending while burdening the citizens the government is supposed to serve with greater expense.

Thank you for your consideration,

**Mike Thayer**

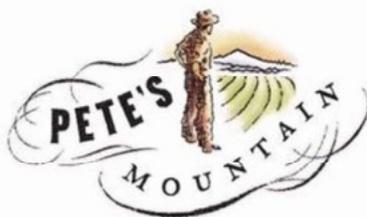
[REDACTED]

West Linn, OR 97068

Phone: [REDACTED]

Mobile: [REDACTED]

[www.petesmtnwinery.com](http://www.petesmtnwinery.com)



**From:** [Mike Landt](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** Proposal to raise Oregon wine taxes  
**Date:** Wednesday, September 25, 2024 12:12:19 PM

---

You don't often get email from wines@riversedgewinery.com. [Learn why this is important](#)

Dear Sirs:

This is a terrible time to be raising taxes on anyone, especially on a group of small businesses that are seeing significant head winds just to survive. We are likely headed into a recession and there is most certainly a recession in the Oregon small winery community.

Mike Landt

Founder and owner

River's Edge winery

**From:** [Jennifer Little](#)  
**To:** [OLCC,Communications \\* OLCC](#)  
**Cc:** [Little Jennifer](#)  
**Subject:** RE: HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 12:13:34 PM  
**Attachments:** [image001.png](#)  
[alcohol tax.pdf](#)

You don't often get email from [jlittle@klamathcounty.org](mailto:jlittle@klamathcounty.org). [Learn why this is important](#)

Hello,

I submitted yesterday but my communications person updated my letter slightly. Can you please replace what I sent yesterday with this version? Sorry about that... Thanks for the opportunity to submit comment!

Warm regards,

Jennifer

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**From:** Jennifer Little <[jlittle@klamathcounty.org](mailto:jlittle@klamathcounty.org)>  
**Sent:** Tuesday, September 24, 2024 5:08 PM  
**To:** [OLCC.Communications@olcc.oregon.gov](mailto:OLCC.Communications@olcc.oregon.gov)  
**Cc:** Jennifer Little <[jlittle@klamathcounty.org](mailto:jlittle@klamathcounty.org)>; Kelley Minty <[kminty@klamathcounty.org](mailto:kminty@klamathcounty.org)>  
**Subject:** HB 3610 Comments

Hello,

Please accept this public comment submission on behalf of Klamath County Public Health.

Warm Regards,

*Jennifer*

**Jennifer Little, MPH**

Director

Pronouns: She/Her

[REDACTED]  
Klamath Falls, OR 97603  
[REDACTED]

[jlittle@klamathcounty.org](mailto:jlittle@klamathcounty.org)  
[publichealth.klamathcounty.org](http://publichealth.klamathcounty.org)



**When you're here, you're home**

September 25, 2024



Oregon Liquor & Cannabis Commission  
9079 SE McLoughlin Blvd.  
Portland, OR 97222

Re: HB 3610 Task Force on Alcohol Pricing and Addiction Services

This letter comes to you to provide testimony in support of increasing alcohol taxes to fund substance use prevention efforts. As the Klamath County Public Health Director, I urge you to consider the following points:

- Increasing alcohol taxes is an evidence-based strategy to reduce excessive alcohol consumption and related harms<sup>1</sup>. Research shows that higher alcohol prices lead to decreased alcohol consumption, particularly among youth and heavy drinkers<sup>2</sup>.
  - The younger the age youth initiate alcohol use, the greater their risk of developing an alcohol use disorder (AUD) later in life. Alcohol use among adolescents frequently involves binge drinking rather than more frequent consumption of fewer drinks on each occasion<sup>3</sup>.
- Higher alcohol taxes are associated with reduced motor vehicle crashes, alcohol-related liver cirrhosis deaths, violence, and other alcohol-related harms<sup>1</sup>.

Prevention funding has dwindled for decades, whether due to a lack of funding sources or shifting priorities. Sadly, this leads to a tidal wave of addiction issues, which are more costly both to the healthcare system and society as a whole. In fact, the estimated healthcare-related costs in 2019 were \$702.06 million and the economic burden of excessive alcohol consumption on Oregonians was a whopping \$4.8 billion<sup>4</sup>.

It's time to reinvest in primary prevention, particularly focusing on youth. Economists frequently recommend using taxes as a tool to make the price of consumption more reflective of the public costs to society<sup>4</sup>. An alcohol tax increase can generate significant new revenue to fund critical, evidence-based substance use prevention in schools and in the community.

We've seen success in this model already in the tobacco realm. Ballot Measure 108 increased tobacco taxes in Oregon, which has in turn been heavily invested in state and local prevention and cessation programming. In Klamath County, our funding more than doubled, which has allowed us to expand our prevention work across the county.

*Continues next page*

In conclusion, I urge you to support an increase in alcohol taxes with dedicated funding for substance use prevention. This evidence-based policy can improve public health, generate needed revenue, and help address the impacts of substance use in our communities. Thank you for your consideration.

Sincerely,



Jennifer Little, MPH  
Director, Klamath County Public Health

[1] <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5675427/>

[2] <https://www.thecommunityguide.org/news/increased-alcohol-taxes-can-prevent-excessive-alcohol-use-and-other-harms.html>

[3] <https://publications.aap.org/pediatrics/article/144/1/e20191356/37084/Alcohol-Use-by-Youth?autologincheck=redirected>

[4] <https://www.oregon.gov/oha/PH/PREVENTIONWELLNESS/excessivealcoholuse/Documents/OHA-Alcohol-Harms-FINAL.pdf>

**From:** [Afton Towry](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** Wine tax  
**Date:** Wednesday, September 25, 2024 12:21:24 PM

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You don't often get email from [afton@aponavineyards.com](mailto:afton@aponavineyards.com). [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, \$2.4 billion in wages, 2.3 million tourist visits and \$8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing \$72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Respectfully,

Afton Towry  
Owner / Operator  
[Afton@aponavineyards.com](mailto:Afton@aponavineyards.com)

**From:** [Alex Lackey](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 1:32:48 PM

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You don't often get email from alex@terminalgravitybrewing.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, \$2.8 billion in wages and \$8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's \$470 million behavior health package, Measure 110's \$300 million and \$600 million from the opioid lawsuit settlement and the 2024 legislative investment of \$211 million for housing, mental health and addiction services – far more than \$1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing \$72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Considering that OHA's own commissioned report states that taxes are ineffective at controlling problem consumption, let's look at what taxes are effective at: increasing the cost to the consumer. At every step in 3-tier distribution there is a mark-up. The distributor

wants to make a 30% margin, the retailer wants to make a 30% margin. This may seem counterintuitive but the way this is calculated is that Cost is divided by (1 - 30%) or 0.7. For instance a distributor buys a 6 pack for \$4.89. The distributor sells that to the store for  $\$4.89/0.7 = \$6.99$ . The store sells that same six pack for  $\$6.99/0.7 = \$9.99$ . The cost has more than doubled. Put another way, for every \$1.00 of excise tax you assess to the producer the consumer will ultimately pay \$2.04 more for our products, and the icing on the cake, over half of that money goes to the distributor and the retailer, and doesn't fund SUD programs.

We also know that there is a giant over supply of cannabis which has driven prices into the ground, limiting the amount of tax revenue that should be generated. Cannabis taxes were supposed to take the lead on funding SUD programs from the get go. Why don't we address problems in that industry before leaning on craft breweries who are already dealing with immense challenges. Since COVID, the costs of production have increased substantially, mainly with ingredients, packaging materials and other supply chain related issues. This has caused major price increases already. As a result demand has begun to shift to cheaper national brands and competing categories. Additional consumer price increases will cause irreparable damage to our industry, and the agency's own reports admit that these taxes are ineffective at best.

Here is the summary of my comments:

1. The Oregon brewing industry is facing hard times as is.
2. Oregon brewers did not contribute to the fentanyl crisis, and OHA has not used existing funding to fund the very programs that we are talking about today..
3. Per OHA's own study, alcohol excise taxes don't work.
4. Taxes will harm consumers and producers through demand shocks.
5. There are other revenue sources that can and should be used to fund SUD programs.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,

[Alex Lackey](#)

**From:** [Leikam Brewing](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 1:29:09 PM

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You don't often get email from info@leikambrewing.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's brewing industry, which boasts over 300 breweries, is a vital component of our state's economy. This dynamic sector supports approximately 50,000 jobs, contributes \$2.8 billion in wages, and generates \$8.7 billion in economic activity annually. Yet, this industry is currently facing significant challenges, having lost nearly 50 breweries, brewpubs, and taprooms in the past two years. The situation has been worsened by a sharp decline in draft beer sales, a 30% reduction in Oregon's hop harvest, and at least a 2.1% decrease in craft beer production.

Local breweries like ours are struggling with numerous pressures, including rising costs due to inflation, supply chain disruptions, and a shortage of employees—all compounded by the ongoing effects of the pandemic. We have done our best to adapt to the rising costs of utilities, the additional payroll expenses experienced with Oregon Paid Leave and to balance lower take home pay with the rising costs of raising a family in Portland.

A woman owned, family run business, we are proud to employ 4 people and provide health stipends and above minimum wage salaries. We consider ourselves a neighborhood gathering place and are constantly giving back in a myriad of ways to our community. To ensure the survival of my business, stability in the tax code is crucial. Imposing additional taxes at this juncture would only add to the difficulties we face.

Having lived with a parent who struggled with addiction, I deeply understand its impact on a family. It's crucial to address the fentanyl crisis correctly statewide and with great care. We need to do so however without blaming alcohol or claiming a lack of funding is the issue. The real problem seems to be with the Oregon Health Authority (OHA) and how it handles drug addiction services. Oregon already invests heavily in addiction recovery and prevention—more than 75% of other states. We've put over \$1 billion into these efforts, including \$470 million from the 2021 behavioral health package, \$300 million from Measure 110, \$600 million from the opioid lawsuit, and an additional \$211 million in 2024 for various support services. Yet, OHA has lost track of \$72 million in its substance use disorder programs, which is more than twice what Oregon earns from beer and wine taxes every two years.

If we truly want to prioritize substance use disorder funding, we need to look at reforming how money is managed and spent, not just adding more taxes. Given OHA's problematic track record, a third-party audit of its spending is essential before any new tax increases are considered. It is crucial that taxpayer dollars are managed effectively and that the state be accountable to its taxpayers.

Beer is not only a cornerstone of Oregon's economy but also a significant part of our cultural identity. The brewers, owners, farmers, front of house staff and countless more behind this industry, including those at Leikam Brewing, need your support now more than ever. I urge you to oppose any tax increases on Oregon's beer industry.

Sincerely,

Sonia Marie Leikam  
Owner, Leikam Brewery

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**From:** [Lisa Crowell](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 1:20:14 PM

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You don't often get email from [lisa@archrockbeer.com](mailto:lisa@archrockbeer.com). [Learn why this is important](#)

Hello! My name is Lisa Crowell. I am co-owner of Arch Rock Brewing in Gold Beach. I am also someone whose family has been affected by addiction. So please believe me when I say that absolutely, there is a need to address and work for addiction and recovery funding. However, a tax that will most definitely stifle sustainability and growth in the best case and close doors in the worst, is not the answer. I think we can all agree that living and working through the pandemic was challenging, to say the least. As a small business on the Oregon Coast, like many we have had to adapt just to stay afloat. Uncertainties will always arise, variables that we cannot control. This tax increase feels like we are treating post-pandemic problems with pre-pandemic solutions. For a great many of us in this industry, it simply will not work!

Oregon's more than 300 breweries help create 50,000 jobs, \$2.8 billion in wages and \$8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's \$470 million behavior health package, Measure 110's \$300 million and \$600 million from the opioid lawsuit settlement and the 2024 legislative investment of \$211 million for housing, mental health and addiction services – far more than \$1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing \$72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

**From:** [Cathy Mews](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 1:20:13 PM

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You don't often get email from [cathy.mews@coldist.com](mailto:cathy.mews@coldist.com). [Learn why this is important](#)

I oppose any new taxes on beer and wine. Many families, mine included, are struggling to make ends meet with increased inflation on food costs, energy, and fuel. Our wages have not kept up with this rising inflation. In tight times fiscally responsible families will cut back on non-essential items, thus preserving funds for housing, nutrition, medical care. Alcohol is non-essential. If taxes are raised, sales WILL decrease because people are no longer able to afford alcoholic beverages. The higher taxes will only hurt our brewers, wineries, and farmers involved in the industry. Think critically! What will happen to over-all Oregon Tax Revenue if taxes are raised on alcohol? When people cut back on non-essentials you will see distribution decrease, you will see lay-offs of those working in the distribution industry. This will trickle down to the wineries and breweries that produce product we distribute—less production means fewer workers are needed. This trickles down even further to the farmers who produce the raw materials used for production. In the end, Oregon will see a reduction of over-all revenue received from those jobs, industries, and farms. Now is not the time to raise taxes! Let's grow Oregon's economy, not cripple it!

Thanks,

Cathy Mews  
Staff Accountant | Compliance  
Columbia Distributing  
[REDACTED]  
[www.coldist.com](http://www.coldist.com)

Join us on [Facebook](#) and [Instagram](#) for fresh brews, beverage news and community events!



**From:** [Lisa Swanston](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Cc:** [Peter Skrbek](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 1:16:45 PM  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[image003.png](#)  
[image004.png](#)

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You don't often get email from lswanston@deschutesbrewery.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, \$2.8 billion in wages and \$8.7 billion in economic activity for the state each year. In 2023, Deschutes Brewery alone employed 529 Oregonians and paid \$17.2 million in wages.

Over the last two years Oregon has lost approximately 50 breweries, brewpubs and taprooms with the number of closures continuing to grow. Draft beer is down nearly 30%, Oregon hop harvest is down 18% and craft beer is down at least 2.1%.

Sales for Deschutes Brewery have decreased 9% when comparing the first eight months of 2024 to 2023.

Oregon's breweries are facing major challenges including inflation of raw materials, supply chain issues, employee shortages, natural disasters, a pandemic and record closures. Our local businesses need the support of lawmakers to survive and stability in our tax code, not additional taxes.

Beer is a vital part of Oregon's economy and identity. Breweries, large and small, need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,

**Lisa Swanston** | CFO

Deschutes Brewery® |  | She/Her

**From:** [Emily Ritchie](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 12:55:19 PM

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You don't often get email from emily@nwcider.com. [Learn why this is important](#)

Hi,

The Northwest Cider Association supports the idea of better addiction treatment for folks who live here in Oregon but as more and more data was uncovered in these HB 3610 Task force meetings, it was clear there isn't a need for more funding. Important pieces of info that came up in the task force meetings:

1.

The Oregonian found the Oregon Health Authority ([OHA](#)) [buried a report](#) showing that increasing taxes would not curb problem drinking. This last session, Rep Sanchez said that was why she was raising taxes. This new round she is changing the reason to supporting children. Note that she isn't proposing higher taxes on state-owned liquor stores, just the wine/beer/cidermakers.

2.

OHA failed to account for \$72 million in their budget, approximately the amount they said they need to treat addiction to opioids (not alcohol). Oregon has an average rate of alcohol addiction compared to the nation but a higher than average amount of funding for services already.

3.

The taskforce doesn't have the votes in favor of raising the taxes now, so the Representative is asking for public comment.

Thank you for reading. Please do not increase taxes without a clear need and a plan for the funding.

--

Emily Ritchie (she/her)  
Executive Director  
[Northwest Cider Association](#)

  
Join the [NW Cider Club!](#)

**From:** [Van Havig](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 12:43:37 PM  
**Attachments:** [Gigantic Brewing HB 3610 comment.docx](#)

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[You don't often get email from [van@giganticbrewing.com](mailto:van@giganticbrewing.com). Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification> ]

HB 3610 Task Force members and Oregon lawmakers,

I am the Master Brewer and one of the owners of Gigantic Brewing Company in SE Portland. I'll keep these notes about HB 3610 as specific to my brewery as I can.

Gigantic pays every tax that every other business in Oregon pays, and then as you know we pay an excise tax for the privilege of brewing beer in this state. I think that's important to remember when you look at the tax burden currently faced by breweries. Please also remember that an excise tax is a tax paid by the producer, not the consumer. For beer this tax is determined by the volume of beer we produce, meaning that an excise tax is tantamount to an increase in our costs of production, just like if water or labor increased in cost. I bring this up because in the last few years, the costs breweries face have increased greatly. Due to the war in Ukraine and climate related droughts, malt prices increased 33% two years ago, and they remain 20% higher than historical averages. Besides labor, malt is the largest cost in a brewery. In addition, due to inflationary pressure the last few years, we've also seen our labor costs increase significantly – both due to mandatory minimum wage increases as well as to try to keep paying our brewers and managers a decent wage. As a result, since the Pandemic, but starting even before that, breweries in Oregon have seen their costs rise significantly. At this point, Gigantic has seen healthy, profitable margins decrease to very, very thin levels. Whereas we used to make a profit of roughly \$200,000 per year (on total sales of just over \$2,000,000) prior to 2020, we've lost money in two of the last four years and had profits in the low to mid five figures the other two. Given cash flow and loan payments that we need to make, we're just scraping by.

I don't point this out to be a sob story. Given inflation and our greatly reduced profit, we should raise prices to cover our increased costs. This is basic business. However, outside of our own tap rooms, this isn't feasible. To increase our prices in the highly competitive beer market in Oregon would result in reduced sales, and therefore even less profit. Frankly, in the 12 years we've been in business, we haven't been able to raise the per ounce price of bottled or canned beer at all, and have only been able to raise the price of draft beer roughly 15%. This in no way covers our cost increases.

The point you should take is this – as the industry currently stands, all cost increases in the production of beer are absorbed by breweries, not by consumers. By all means, the 30%+ increase in labor costs over the last decade, with similar increases in the costs of malt should be reflected in consumer prices increasing significantly, but this hasn't

happened because breweries haven't been able to pass these costs along. Since excise taxes are functionally the same as an increase in labor or raw materials costs, you can expect breweries to be forced to absorb any excise tax increase as well. Given the outlandish proposed tax rates in previous attempts to increase the privilege tax, you can expect small breweries to become unviable in the State of Oregon.

I know that many of you think our side is always crying wolf, but I'd like to repeat – we've been forced to absorb 30%+ increases in our two main costs of production in the past decade and consumer prices have changed little – and our revenue per barrel has barely increased at all.

Yes, prices have gone up for a pint at the bar, but the price the bar pays for a keg hasn't increased nearly enough to cover the increased costs of producing that beer. Pint prices are a reflection of the minimum wage going up significantly and increasing rents on retail spaces – not the cost of the beer.

I'd like to point out that Gigantic Brewing employs 23 people, 14 of them full time. Our payroll is \$750,000 per year. We provide health insurance for 20 employees, some of whom work only about 18 hours per week. Before Paid Leave Oregon had started, one of our employees had two lovely children while in our employ, and we gave her 6 months off with 2/3 pay both times. That and the health insurance we provided allowed her to have children affordably. Our full time employees also have a retirement program to which we contribute. Given that we have fewer than 25 employees, none of this is mandated federally or by the State. But we do it because we care. Frankly, these benefits might be one of the things we could cut to pay for an increase in excise taxes – meaning an excise tax increase, depending on the size, could force me to choose between my employees' wellbeing and staying in business.

Finally, I'd like to address the concept of what makes good tax policy. Good tax policy should not damage industries that have large net positive effects on a state. All brewers are aware of the potential negative effects of alcohol – to say otherwise is to not be honest. However, beer is the least strong of all alcoholic beverages, and therefore is more likely to be used in moderation than stronger beverages. In Oregon, the beer industry is also a major driver of tourist activity. Meaning that even people who work in or own breakfast restaurants that don't serve beer benefit from the reputation and existence of Oregon breweries. Hotel stays, car rentals, airline flights, homeowners with an ADU on Air BnB, vendors at Saturday Market, etc all benefit from the Oregon beer industry and it's reputation that encourages visitors to this state to come here or at least maybe stay an extra day. We also benefit the farmers who grow hops in the state in ways beyond just buying their crops. The relations that Oregon brewers and hop growers have developed over the last two decades have resulted in fundamental changes to how hops are processed and what hops are grown that have resulted in increased profits for the growers and increased international sales of their hops. In other words, the benefits to the Oregon economy from having a vibrant, creative small brewing industry are quite large. The story of craft brewing in Oregon has been one of overwhelming success without any government support. Unlike many large, well known employers in the state, we don't ask for tax breaks, nor do we threaten to move out of state and take jobs with us if we don't get State welfare. Oregon breweries are good employers, who provide good manufacturing and white collar jobs to people who have an outsized

effect on the reputation of the State of Oregon as somewhere where life can be good.

Thank you.  
Van Havig

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Van Havig  
Gigantic Brewing Company

HB\_3610 Task Force members and Oregon lawmakers,

I am the Master Brewer and one of the owners of Gigantic Brewing Company in SE Portland. I'll keep these notes about HB 3610 as specific to my brewery as I can.

Gigantic pays every tax that every other business in Oregon pays, and then as you know we pay an excise tax for the privilege of brewing beer in this state. I think that's important to remember when you look at the tax burden currently faced by breweries. Please also remember that an excise tax is a tax paid by the producer, not the consumer. For beer this tax is determined by the volume of beer we produce, meaning that an excise tax is tantamount to an increase in our costs of production, just like if water or labor increased in cost. I bring this up because in the last few years, the costs breweries face have increased greatly. Due to the war in Ukraine and climate related droughts, malt prices increased 33% two years ago, and they remain 20% higher than historical averages. Besides labor, malt is the largest cost in a brewery. In addition, due to inflationary pressure the last few years, we've also seen our labor costs increase significantly – both due to mandatory minimum wage increases as well as to try to keep paying our brewers and managers a decent wage. As a result, since the Pandemic, but starting even before that, breweries in Oregon have seen their costs rise significantly. At this point, Gigantic has seen healthy, profitable margins decrease to very, very thin levels. Whereas we used to make a profit of roughly \$200,000 per year (on total sales of just over \$2,000,000) prior to 2020, we've lost money in two of the last four years and had profits in the low to mid five figures the other two. Given cash flow and loan payments that we need to make, we're just scraping by.

I don't point this out to be a sob story. Given inflation and our greatly reduced profit, we should raise prices to cover our increased costs. This is basic business. However, outside of our own tap rooms, this isn't feasible. To increase our prices in the highly competitive beer market in Oregon would result in reduced sales, and therefore even less profit. Frankly, in the 12 years we've been in business, we haven't been able to raise the per ounce price of bottled or canned beer at all, and have only been able to raise the price of draft beer roughly 15%. This in no way covers our cost increases.

**The point you should take is this** – as the industry currently stands, all cost increases in the production of beer are absorbed by breweries, not by consumers. By all means, the 30%+ increase in labor costs over the last decade, with similar increases in the costs of malt should be reflected in consumer prices increasing significantly, but this hasn't happened because breweries haven't been able to pass these costs along. Since excise taxes are functionally the same as an increase in labor or raw materials costs, you can expect breweries to be forced to absorb any excise tax increase as well. Given the outlandish proposed tax rates in previous attempts to increase the privilege tax, you can expect small breweries to become unviable in the State of Oregon.

I know that many of you think our side is always crying wolf, but I'd like to repeat – we've been forced to absorb 30%+ increases in our two main costs of production in the past

decade and consumer prices have changed little – and our revenue per barrel has barely increased at all. Yes, prices have gone up for a pint at the bar, but the price the bar pays for a keg hasn't increased nearly enough to cover the increased costs of producing that beer. Pint prices are a reflection of the minimum wage going up significantly and increasing rents on retail spaces – not the cost of the beer.

I'd like to point out that Gigantic Brewing employs 23 people, 14 of them full time. Our payroll is \$750,000 per year. We provide health insurance for 20 employees, some of whom work only about 18 hours per week. Before Paid Leave Oregon had started, one of our employees had two lovely children while in our employ, and we gave her 6 months off with 2/3 pay both times. That and the health insurance we provided allowed her to have children affordably. Our full time employees also have a retirement program to which we contribute. Given that we have fewer than 25 employees, none of this is mandated federally or by the State. But we do it because we care. Frankly, these benefits might be one of the things we could cut to pay for an increase in excise taxes – meaning an excise tax increase, depending on the size, could force me to choose between my employees' wellbeing and staying in business.

Finally, I'd like to address the concept of what makes good tax policy. Good tax policy should not damage industries that have large net positive effects on a state. All brewers are aware of the potential negative effects of alcohol – to say otherwise is to not be honest. However, beer is the least strong of all alcoholic beverages, and therefore is more likely to be used in moderation than stronger beverages. In Oregon, the beer industry is also a major driver of tourist activity. Meaning that even people who work in or own breakfast restaurants that don't serve beer benefit from the reputation and existence of Oregon breweries. Hotel stays, car rentals, airline flights, homeowners with an ADU on Air BnB, vendors at Saturday Market, etc all benefit from the Oregon beer industry and it's reputation that encourages visitors to this state to come here or at least maybe stay an extra day. We also benefit the farmers who grow hops in the state in ways beyond just buying their crops. The relations that Oregon brewers and hop growers have developed over the last two decades have resulted in fundamental changes to how hops are processed and what hops are grown that have resulted in increased profits for the growers and increased international sales of their hops. In other words, the benefits to the Oregon economy from having a vibrant, creative small brewing industry are quite large. The story of craft brewing in Oregon has been one of overwhelming success without any government support. Unlike many large, well known employers in the state, we don't ask for tax breaks, nor do we threaten to move out of state and take jobs with us if we don't get State welfare. Oregon breweries are good employers, who provide good manufacturing and white collar jobs to people who have an outsized effect on the reputation of the State of Oregon as somewhere where life can be good.

Thank you.  
Van Havig

**From:** [Dan Hughes](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 12:43:16 PM

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You don't often get email from dan@coldfirebrewing.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

We represent one of Oregon's more than 300 breweries that help create 50,000 jobs, \$2.8 billion in wages and \$8.7 billion in economic activity for the state each year, down from a peak of nearly 400 breweries before the pandemic.

Oregon has lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

We have faced so many major challenges, between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive.

And that means certainty and stability in our tax code, not more taxes. Oregon, along with most states, ***has a fentanyl problem***. We see it every day at our places of business and outside our very homes. ***But this is not because of alcohol or a lack of drug addiction and recovery funding***, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's \$470 million behavior health package, Measure 110's \$300 million and \$600 million from the opioid lawsuit settlement and the 2024 legislative investment of \$211 million for housing, mental health and addiction services – far more than \$1 billion in new funding.

What's worse, OHA presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing \$72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and we, ColdFire Brewing and our contemporaries, need the support of Oregon lawmakers. We oppose raising Oregon's beer taxes and you should too.

Cheers,

--

Dan Hughes

**From:** [Jessica Thomas](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 12:35:16 PM

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You don't often get email from [jessica@sweetcheekswinery.com](mailto:jessica@sweetcheekswinery.com). [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

We are struggling.

It is becoming increasingly difficult for our small, family-owned winery to survive. It is disheartening to watch advertisements supported by the OHA that portray a dad pushing his small child in a cart at the grocery store, being questioned about alcohol, and only putting back the bottle of wine while keeping the beer in the cart. It's more disheartening to know that the Oregon Health Authority presented to the task force that it cannot account for \$72 million and hasn't spent all that was budgeted. Yet, a consideration is to continue adding hardships to small, family-owned businesses fighting to survive by adding taxes.

In addition, the Oregon Health Authority neglected to provide survey results paid for by Oregon taxpayers. This survey proved that the astronomical tax increase would barely affect the mission the Oregon Health Authority claims to be targeting: overconsumption.

We are stewards of the land. We bring in tourism that provides revenue for lodging, restaurants, outdoor recreation, lands, and parks. We don't do this for the money—most of us are struggling to pay our bills—but because we love bringing people together. We champion people gathering around a table to connect.

I hope the task force takes a moment to consider the overarching goal—we must address those who seek overconsumption. However, knowing that missing \$72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, **Oregonians need a public health agency that is focused on addressing those seeking to overconsume, not using funds to discourage drinking among moderate consumers.**

Between the steady decline in sales and visitation, rising cost of business and employee expenses, natural disasters, supply chain issues, and sky-rocketing cost of goods - our struggle is becoming increasingly difficult to want to push through.

In a recent survey by the Willamette Valley Wineries Association, we learned that crucial tourists for our industry are less likely to visit the Willamette Valley because of the perception of safety. In addition, these tourists don't believe there is enough quality hospitality (dining, lodging, ect) or activities that interest them. This is a massive issue - some of the best restaurants are closing their doors. Oregon's top

restaurant recently announced its closure after only a few years. In discussions with other wineries, restaurants, breweries, and hotels - we are tired. It's becoming too expensive to conduct business; there is a lack of quality applicants who are reliable and accountable, and there is declining visitation. And each year, we are up for tax hikes.

We need a win. Oregon needs to work towards curbing overconsumption without inadvertently taking out family-owned businesses.

Please do not raise our taxes.

I appreciate your time.

Thank you,

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Jessica Thomas  
General Manager  
*Sweet Cheeks Winery*  
[jessica@sweetcheekswinery.com](mailto:jessica@sweetcheekswinery.com)  
[REDACTED]

**From:** [Brad Depuyt](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 12:33:27 PM

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You don't often get email from bradley@fortgeorgebrewery.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, \$2.8 billion in wages and \$8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's \$470 million behavior health package, Measure 110's \$300 million and \$600 million from the opioid lawsuit settlement and the 2024 legislative investment of \$211 million for housing, mental health and addiction services – far more than \$1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing \$72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. **I oppose raising Oregon's beer taxes and you should too.**

Cheers,

--

**Brad DePuyt**  
VP of Operations



**From:** [Cindy Grossmann](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610  
**Date:** Wednesday, September 25, 2024 12:47:09 PM

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You don't often get email from cindy@fhcvineyards.com. [Learn why this is important](#)

Dear House Members,

I am Cindy Grossmann, owner of Faith Hope and Charity Vineyards and Winery with my husband Roger. We are a small boutique winery producing award winning wine in Central Oregon since 2011. We are struggling with the increase annually in minimum wage, the after effects of Covid, the negative publicity from the OHA on wine consumption, supply chain issues, and decrease in visitation and sales. We in no way can survive another tax increase on wine. Our industry is important to this state and we just can't have our government destroying what we have worked so hard to develop. Please vote no on this tax increase!

Sincerely,

Cindy and Roger Grossmann

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Cindy Grossmann  
Faith Hope and Charity Vineyards  
Owner/Founder

[REDACTED]  
Terrebonne, Oregon 97760

[REDACTED]  
[www.faithhopeandcharityevents.com](http://www.faithhopeandcharityevents.com)

**From:** [AMPonzi](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610  
**Date:** Wednesday, September 25, 2024 12:43:59 PM

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You don't often get email from maria@amponzi.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's wine industry contributes 50,000 jobs and \$8 billion in economic activity for the state each year, making it one of the nation's top wine producing states. But since the pandemic people are drinking less, wine sales are down and negativity surrounding wine health looms.

Our largely small, family-owned wineries and growers are facing major challenges. Between the decline in overall sales and a decline in visits to tasting rooms, rising employee expenses, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. Taking on more taxes may very well put many of our small business owners out of operation.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing \$72 million is twice as much as what the state receives from wine and beer taxes per biennium.

If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map and as a result has strengthened its economy, attracted additional industries and enhanced tourism.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Sincerely,

Anna Maria Ponzi – Oregon Wine Pioneer

**From:** [Sara Bayer](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** Oppose HB 3610  
**Date:** Wednesday, September 25, 2024 1:17:38 PM

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You don't often get email from sarabbayer@gmail.com. [Learn why this is important](#)

Dear OLCC,

I am writing to oppose HB 3610, which proposes further taxation on beer and wine to fund alcohol addiction services. As the owner of a small winery in Southern Oregon, I can attest that the additional financial burden this bill would place on consumers would be devastating, not only to our business but also to our community.

Our winery has fewer than 100 wine club members remaining after the COVID-19 crisis. We constantly hear from customers that they love our products and want to support our family business, but are already struggling with economic hardship. In fact, the number one reason we lose members is that people simply can't afford it. They frequently tell us, "We love your wine, but we just have to cut costs right now." Adding more taxes to wine will only exacerbate the already tough economic environment for wineries and consumers.

While addiction services are undoubtedly important, they already receive significant funding and benefit from the support of many sectors. Transferring this responsibility to consumers via additional alcohol taxes feels like kicking people when they are down, especially in a time of economic uncertainty.

Instead of imposing higher taxes that harm small businesses and their patrons, the focus should be on broader economic relief measures that help Oregonians recover financially. Overburdening consumers will not solve Oregon's addiction crisis but will instead hurt family-run businesses like mine and further strain people who are already stretched thin.

I urge you to oppose this bill and seek alternative solutions that don't place an undue burden on our struggling economy and small businesses.

Sincerely,

Sara Bayer  
Bayer Family Estate  
Southern Oregon

**From:** [George Johnson](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comment  
**Date:** Wednesday, September 25, 2024 1:54:12 PM

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You don't often get email from [george@assemblybrewingco.com](mailto:george@assemblybrewingco.com). [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,  
Oregon's more than 300 breweries help create 50,000 jobs, \$2.8 billion in wages and \$8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's \$470 million behavior health package, Measure 110's \$300 million and \$600 million from the opioid lawsuit settlement and the 2024 legislative investment of \$211 million for housing, mental health and addiction services – far more than \$1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing \$72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,  
George Johnson  
Owner/Head Brewer/Pizza Chef  
Assembly Brewing

**From:** [Steve Hendricks](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Cc:** [Sen Campos](#); [Rep Pham H](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 2:16:10 PM

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You don't often get email from [steve@rubyvineyard.com](mailto:steve@rubyvineyard.com). [Learn why this is important](#)

To the OLCC: As a winery owner I oppose the proposed increase in taxes on the wine we make and sell. Currently, we are creating 4 full time jobs and 3 to 5 part time jobs, but the business itself is just breaking even. We cannot afford any additional expense, especially in the current environment, which has significant "headwinds". Sales are down, visitation is down, and costs are up. If the legislature wants to keep the Oregon wine industry of mostly family businesses, this is not the right legislation at this time.

To Senator Campos: I am one of your constituents in Senate District 18 and supported your election. I respectfully request that you give me your position on proposed HB 3610.

To Representative Pham: I am one of your constituents in House District 36 and supported your election. I respectfully request that you give me your position on proposed HB 3610.

Thank you.

Steve Hendricks  
Ruby Vineyard & Winery  
[REDACTED]  
Hillsboro, OR 97123  
[REDACTED]

**From:** [Christopher Lindemann](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 2:07:50 PM  
**Attachments:** [PastedGraphic-1.tiff](#)

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You don't often get email from [chris@eveshamwood.com](mailto:chris@eveshamwood.com). [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Our industry organization's message is below, but I wish to highlight the tension between increased costs and decreased consumer spending. Yes, beverage alcohol is a luxury for the consumer, but for those of us on the production and sales side of the equation it is a livelihood. As our consumers have tighter budgets and our costs of production continue to rise this tax seems ill-timed and ill-conceived. While many apprehend wine drinkers as unendingly elastic in their purchase capacity, this tax increase is likely to push many drinkers to lower cost and lower quality items from our southern neighbor. The Gallo family, and its ilk, does not need this subsidy.

Kind regards,

Chris

Christopher Lindemann

[REDACTED]

[REDACTED]

Portland, OR 97205

Christopher Lindemann  
Advanced Sommelier, CMS  
Education, Hospitality, & Sales  
Evesham Wood & Haden Fig  
Eola-Amity Hills

[REDACTED]

[REDACTED]

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, \$2.4 billion in wages, 2.3 million tourist visits and \$8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses

need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing \$72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Cheers,

Christopher Lindemann  
Advanced Sommelier, CMS  
Education, Hospitality, & Sales  
Evesham Wood & Haden Fig  
Eola-Amity Hills



**From:** [Michelle Kaufmann](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 2:04:00 PM  
**Attachments:** [image001.png](#)  
[SWG HB 3610 Alcohol Tax Task Force Public Comment.pdf](#)

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You don't often get email from michelle@stollerwinegroup.com. [Learn why this is important](#)

Sent on behalf of Stoller Wine Group President, Gary Mortensen:

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon is not just a top wine-producing state; it's one where the wine industry plays a significant role in our economy. With more than 1,100 wineries and 1,500 vineyards, we create 50,000 jobs, generate \$2.4 billion in wages, attract 2.3 million tourist visits, and contribute \$8 billion annually in economic activity. However, the pandemic has led to a substantial decline in wine sales, posing a severe threat to our economy.

Oregon is home to more than 1,100 wineries and 1,500 vineyards that create 50,000 jobs, \$2.4 billion in wages, 2.3 million tourist visits and \$8 billion in economic activity for the state each year, making us a top wine producing state. But since the pandemic people are drinking less and wine sales are down substantially, threatening the livelihood of our industry.

Our small, family-owned wineries and growers, the backbone of our wine industry, are currently facing significant challenges. The declining sales and visitation to tasting rooms, coupled with rising employee expenses, natural disasters, supply chain issues, and increasing cost of goods, have put these local wine businesses in a precarious position. They need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

Due to recent investments, ample funding is available for addiction and recovery services. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. The Oregon Health Authority should also be called to account for its lack of accountability and transparency. OHA presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing \$72 million is twice as much as the state receives from wine and beer taxes per biennium. We need an agency focused on problem drinkers, not discouraging drinking among moderate drinkers.

Wine is a vital part of Oregon's economy and identity. Our wineries and growers need the support of Oregon lawmakers to continue making the world-class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Sincerely,



Gary Mortensen  
President  
Stoller Wine Group

**Michelle Kaufmann** | *Vice President of Communications*  
[Stoller Wine Group](#)  
[michelle@stollerwinegroup.com](mailto:michelle@stollerwinegroup.com)

O:

[REDACTED]  
Certified B Corp  
She/Her/Hers

# STOLLER

WINE GROUP

ESTABLISHED 1993



September 25, 2024

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon is not just a top wine-producing state; it's one where the wine industry plays a significant role in our economy. With more than 1,100 wineries and 1,500 vineyards, we create 50,000 jobs, generate \$2.4 billion in wages, attract 2.3 million tourist visits, and contribute \$8 billion annually in economic activity. However, the pandemic has led to a substantial decline in wine sales, posing a severe threat to our economy.

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Wine is a vital part of Oregon's economy and identity. Our wineries and growers need the support of Oregon lawmakers to continue making the world-class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Sincerely,

A handwritten signature in black ink, appearing to read 'G. Mortensen'.

Gary Mortensen  
President  
Stoller Wine Group

**From:** [Matt Wiken](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments.  
**Date:** Wednesday, September 25, 2024 2:06:04 PM

---

You don't often get email from mattwiken@hotmail.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, \$2.8 billion in wages and \$8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's \$470 million behavior health package, Measure 110's \$300 million and \$600 million from the opioid lawsuit settlement and the 2024 legislative investment of \$211 million for housing, mental health and addiction services – far more than \$1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing \$72 million is twice as much as what the state receives from beer and wine taxes per biennium.

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already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers

Matt Wiken



**From:** [Brad McLeroy](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Commits  
**Date:** Wednesday, September 25, 2024 1:53:02 PM

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You don't often get email from wines@ayresvineyard.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, \$2.4 billion in wages, 2.3 million tourist visits and \$8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing \$72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Cheers,

Brad McLeroy

**From:** [Tyler Richwine](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610  
**Date:** Wednesday, September 25, 2024 2:20:09 PM

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You don't often get email from info@richwinevineyards.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, \$2.4 billion in wages, 2.3 million tourist visits and \$8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

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I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Tyler Richwine

**From:** [Silver Falls Brewery](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610  
**Date:** Wednesday, September 25, 2024 1:52:18 PM

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You don't often get email from silverfallsbrewery@gmail.com. [Learn why this is important](#)

Dear HB 3610 task force and Oregon Law makers,

Oregon's more than 300 breweries help create 50,000 jobs, \$2.8 billion in wages and \$8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

If taxes go up for all the breweries in Oregon, then the prices across all of the industry including restaurants, bars, tap houses, breweries, and anywhere alcohol is sold will go up. We cannot just absorb the rising taxes and be able to keep our doors open, we have to pass it on the retailer. So then sales of those products will go down because the consumer will not want to spend money on something so expensive. This will hurt the industry even more. Our margins are already very thin and adding more expense will only hurt us even more. Your support of our industry is not just a welcomed but crucial to our survival as a business and employer of thousands of employees.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's \$470 million behavior health package, Measure 110's \$300 million and \$600 million from the opioid lawsuit settlement and the 2024 legislative investment of \$211 million for housing, mental health and addiction services – far more than \$1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing \$72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers!  
Andrew Fox

Silver Falls Brewery  
Co-Founder  
[REDACTED]  
Silverton, Oregon  
SilverFallsBrewery@gmail.com  
[REDACTED]

**From:** [Aaron Tackett](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** OLCC proposed "Excise Tax"  
**Date:** Wednesday, September 25, 2024 1:48:15 PM

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[You don't often get email from aaron@ocbeerco.com. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification> ]

Just wanted to take a moment to express how many people this proposed tax would hurt. As an employee of a small business that manufactures craft beer, we would cease to exist. It would also leave a massive hole in our small town that love us and want to support what we do.

Aaron Tackett

**From:** [Travis Darney](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments and Suggestions URGENT!!!  
**Date:** Wednesday, September 25, 2024 2:28:10 PM

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You don't often get email from [tdarney@sideabeer.com](mailto:tdarney@sideabeer.com). [Learn why this is important](#)

HB 3610 Task Force and Oregon Lawmakers,

My name is Travis Darney. I represent a very small brewery in La Grande called Side A Brewing. The following (non-bold text) is a standardized message forwarded from the Oregon Brewers' Guild. For entertainment purposes, I will leave my notes in bold, and hopefully, my additions can help even more to sway the opinions of those with whom I've been asked to communicate. This (originally) is a very well written message (that I didn't write), and deserves as much respect as people in politics are capable of giving, which isn't much. Much Love.

Oregon's more than 300 breweries help create 50,000 jobs, \$2.8 billion in wages and \$8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least 2.1%.

Yeah, I can't speak to those numbers specifically, but I trust the person who collected them. I can say as a consumer that A LOT of craft brewery closures have been happening nationwide, and the trend looks like it will continue for a while longer. There are more factors than just taxes, but taxes don't help, and certainly will hinder in this case.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

You read that part, right? That part's true.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's \$470 million behavior health package, Measure 110's \$300 million and \$600 million from the opioid lawsuit settlement and the 2024 legislative investment of \$211 million for housing, mental health and addiction services – far more than \$1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing \$72 million is twice as much as what the state receives from beer and wine taxes per biennium

Also, I read that Tina Kotek's WIFE'S ASSISTANT makes like 5 times more than I do. You are all

greedy fucks and I strongly dislike the current state of politics.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Or do you guys just need more expensive status symbols that your selfish, useless lives want to suck up for your own experiences? Government has gone far from protection and regulation. Now you're just self-filling your own dish with our money. Fuck off.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

That was a nice way of putting it. More like you should take money from other things that clearly aren't working (and likely weren't designed to), put them into your own bank accounts, buy a giant, gold-plated piece of paper that says "The Government Cares!", as well as a lubricant of your choice, and shove that alllllll the way up into your ass.

FUCK YOU.

REALLOCATE TAX DOLLARS WITHOUT BEING SELFISH YOU FUCKING PIRATES.

Warmest Regards,  
Travis Darney

P.S. That might have been a bit much, but after reading and revising it three times, I'm going to keep it. It is out of hand on your end, it can at least be out of 'mouth' on mine. Again, Warmly, Fuck Off.

P.P.S. To all who have personally helped me through my problems using the OLCC OPTO system, absolutely none of this was directed at yourselves. The ones who need to hear this message hopefully will. Love my folks at the OLCC help desk.

P.P.P.S. This message was for tax-lowering (non-tax-raising), and entertainment purposes. I Love You.

--

Travis Darney  
Brewer, Side A Brewing  
[REDACTED] La Grande, OR 97850

**From:** [Amber Gurubel](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 3:48:37 PM  
**Attachments:** [image001.png](#)

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You don't often get email from [amber@stompcroftvineyards.com](mailto:amber@stompcroftvineyards.com). [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, \$2.4 billion in wages, 2.3 million tourist visits and \$8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

We are a small business and already struggling as it is with no certainty if we will even be able to keep our business open into 2025!

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing \$72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Cheers,

**Amber Gurubel**

Stomp by Croft Vineyards

<http://www.croftvineyards.com/>

Salem, OR 97302

**Tasting Room Hours:**

**From:** [Rik Hall](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 3:46:13 PM  
**Attachments:** [Letter to Task Force.pdf](#)

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You don't often get email from rik@baerlicbrewing.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Local breweries like Baerlic are struggling with a handful of financial issues, including rising costs due to inflation, supply chain disruptions, and employees needing increased wages—all compounded by the ongoing effects of the pandemic. We have done our best to adapt to the rising costs of utilities, the additional payroll expenses experienced with Oregon Paid Leave and to balance lower take home pay with the rising costs of raising a family and living in Portland.

Baerlic is proud to employ 22 people and currently pay half of our employees health care and try to pay above average salaries. We consider ourselves a neighborhood gathering place and are constantly giving back in a myriad of ways to our community. To ensure the survival of our business and keep my staff employed, stability in the tax code is crucial. Imposing additional taxes at this juncture would only add to the difficulties we already face.

Oregon's brewing industry, which boasts over 300 breweries, is a vital component of our state's economy. The brewing sector supports approximately 50,000 jobs, contributes \$2.8 billion in wages, and generates \$8.7 billion in economic activity annually. Yet, this industry is currently facing significant challenges, having lost nearly 50 breweries, brewpubs, and taprooms in the past two years. The situation has been worsened by a sharp decline in draft beer sales, a 30% reduction in Oregon's hop harvest, and at least a 2.1% decrease in craft beer production. We are looking at our worst revenue year in 10 years.

Here at Baerlic we think that it is crucial to address the fentanyl crisis correctly statewide and with great care. We need to do so however without blaming alcohol or claiming a lack of funding is the issue. The real problem seems to be with the Oregon Health Authority (OHA) and how it handles drug addiction services. Oregon already invests heavily in addiction recovery and prevention—more than 75% of other states. We've put over \$1 billion into these efforts, including \$470 million from the 2021 behavioral health package, \$300 million from Measure 110, \$600 million from the opioid lawsuit, and an additional \$211 million in 2024 for various support services. Yet, OHA has lost track of \$72 million in its substance use disorder programs, which is more than twice what Oregon earns from beer and wine taxes every two years. What did they do with this money? If we truly want to prioritize substance use disorder funding, we need to look at reforming how money is managed and spent, not just

adding more taxes. Given OHA's problematic track record, a third-party audit of its spending is essential before any new tax increases are considered. It is crucial that taxpayer dollars are managed effectively and that the state be accountable to its taxpayers.

Beer is not only a cornerstone of Oregon's economy but also a significant part of our cultural identity. The brewers, owners, farmers, front of house staff and countless more behind this industry, including those at Baerlic Brewing, need your support now more than ever. I urge you to oppose any tax increases on Oregon's already suffering beer industry.

Richard K. Hall  
Baerlic Brewing Company LLC

--

Richard K. Hall  
CEO/Custodial Engineer  
[Baerlic Brewing Co.](#)  
[REDACTED]  
Portland, OR. 97214  
[REDACTED]

Dear HB 3610 Task Force and Oregon Lawmakers,

Local breweries like Baerlic are struggling with a handful of financial issues, including rising costs due to inflation, supply chain disruptions, and employees needing increased wages—all compounded by the ongoing effects of the pandemic. We have done our best to adapt to the rising costs of utilities, the additional payroll expenses experienced with Oregon Paid Leave and to balance lower take home pay with the rising costs of raising a family and living in Portland.

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Beer is not only a cornerstone of Oregon's economy but also a significant part of our cultural identity. The brewers, owners, farmers, front of house staff and countless more behind this industry, including those at Baerlic Brewing, need your support now more than ever. I urge you to oppose any tax increases on Oregon's already suffering beer industry.

Richard K. Hall  
Baerlic Brewing Company LLC

**From:** [PK McCoy](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 3:45:13 PM

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You don't often get email from [pkm@lumoswine.com](mailto:pkm@lumoswine.com). [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

My husband and I own one of the smaller wineries here in Oregon. Less than 3000 cases produced per year. We make this wine on our own family farm/vineyard. Our tasting room is in a historical barn that used to be the dance hall for the H bar H Dude Ranch that operated here in the 40's and 50's. Even as small as we are we have managed to do this all without outside investment and currently employ 13 people. In 25 years we haven't broken even but do have something to hand over to our employees and the next generation of our family. We are a vital part of our community - taking care of a historical property, providing a venue for live music, a safe social gathering space and a venue for local non-profit fundraisers. We understand that there is a possibility of an increase in the wine privilege tax. This would be a serious hardship for small wineries and farmers like us.

As you undoubtedly already know, with the current economic conditions people are drinking less and wine sales are down. And this isn't the only challenge we face. Visitation to our tasting room is down this year. Our employee expenses have increased including health insurance premium increases. We were affected by the 2020 fires with approximately \$230K in unrealized potential wine sales. And between the supply chain issues and increasing cost of goods we really need all the support we can get from our lawmakers.

According to the OWA - There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing \$72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

We oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Thank you for taking the time to consider our thoughts,

PK McCoy and Dai Crisp - owners Lumos Wine Co. - Philomath

PK McCoy  
Lumos Wine Co.

**From:** [Lisa Allen](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 3:39:06 PM

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You don't often get email from [lisa@heaterallen.com](mailto:lisa@heaterallen.com). [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

My name is Lisa Allen and I own and run Heater Allen Brewing with my partner, Kevin Davey. Heater Allen is a family owned brewery that was started by my father, Rick Allen, over 17 years ago. We are a relatively small brewery and will produce around 2000 bbls of beer this year.

I am in a unique spot in Oregon as Heater Allen is located in McMinnville, which is considered the hub of Oregon's largest wine region, so I come with a perspective of seeing issues within both the beer and wine industries. Inflation, supply chain issues, and a decrease in visitors have been difficult for both breweries and wineries during the last few years. Lawmakers continually want to exponentially raise taxes on these small businesses without looking at what they do for the state and their more local communities. We employ two employees full time and three part-time, with the plan to hire at least one additional full time employee in the next year. We offer competitive wages and as well as health benefits and PTO to any full time employees. We donate goods and funds to help local non-profit organizations and our newly reopened tap room (as of this June) is a community hang out and a spot that helps to drive tourism to our rural community.

The Oregon Health Authority has not shown that they are competent with the current funds they are receiving. They have a history of misusing and misplacing funds, including misplacing over \$72 million for use in its substance use disorder program. The Oregonian reported in January of this year that the OHA wrote misleading reports about how an alcohol tax will decrease alcohol use when most peer reviewed data shows that this is not true—oh, and they tried to hide this data. I'm a little skeptical on giving more money to an entity that seems to mismanage the funds they already receive.

Representative Sanchez's proposal for a point of sale tax on alcohol will further burden a public already leaving Portland due to increasing taxes stemming from poor financial management. This targeted tax on alcohol will only add to the overall financial strain Oregonians are experiencing. If a sales tax is necessary, it should apply to all goods, not just alcohol.

Additionally, it's disheartening to see that Representative Sanchez seems to have formed the task force merely to appease lawmakers and the public, rather than genuinely considering the input from breweries, cideries, wineries, and distributors who participated in the meetings. For shame.

Thank you for your time,

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**From:** [Karen Saul](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 3:03:58 PM

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You don't often get email from karen@andantevineyard.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

We are one of Oregon's more than 1,100 wineries and 1,500 vineyards helping to create 50,000 jobs, \$2.4 billion in wages, 2.3 million tourist visits and \$8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

We are one of many small, family-owned Oregon wineries and growers who are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

We understand there is ample funding available for addiction and recovery services due to recent investments. We understand the Oregon Health Authority presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing \$72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map. We oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Sincerely,

Joseph Allan & Karen Saul, Owners of Andante Vineyard (Polk County)

**From:** [Jeff Alworth](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 2:54:23 PM

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You don't often get email from [director@celebrateoregonbeer.com](mailto:director@celebrateoregonbeer.com). [Learn why this is important](#)

To the Task Force on Alcohol Pricing and Addiction Services,

I am writing to voice my thoughts on this important issue. I am the Executive Director of Celebrate Oregon Beer, a newly-established 501 (c)(6) nonprofit devoted to raising the profile of Oregon's remarkable beer culture. I'm sure you've had many folks describe what the Oregon beer industry means to the state in terms of annual revenue, jobs, and businesses. I'd like to mention another dimension of its value to our state.

I have spent over a quarter century writing about beer in my books and articles, and have traveled around the world visiting the premier regions for beer culture. Years ago I realized that Oregon has no peer in the United States and only a few in the world--places like Germany, Czechia, and Belgium. Like those places, Oregon is home to not just many breweries (a disproportionate amount world-class ones), but barley and hop fields, malthouses, yeast labs, and research centers. All of the United States' hop germplasm is grown and protected, like a seed bank, at Oregon State University. The Pink Boots Society, an organization devoted to increasing the number of women in beer, was founded in Oregon. The examples go on and on; no place in the US has woven beer into local culture as much as Oregon.

As a writer, one of the things I routinely emphasize is that beer regions and beer styles emerge as a consequence of local conditions. That very much includes taxes and regulations. One example everyone knows is the German purity law (Reinheitsgebot), which was actually a tax law, and has been shaping beer in Germany and Bavaria for over 500 years. The centuries are stippled with examples of this effect, and history illustrates that when a country puts too onerous a burden on a beer industry, it withers.

No doubt alcohol is a potentially dangerous substance, and as a citizen of the state, I am concerned about fighting addiction. We have an interest in striking a balance, however, so that we can provide needed services without destroying an indelible part of our own culture. As you go forward and consider how to strike this balance, I hope you consider the many positive ways the beer industry affects not just the economy, but our way of life.

I would be happy to offer further insights as you go forward. Thanks for all your hard work on this very serious issue.

**Jeff Alworth**  
Executive Director

**From:** [Rob Miller](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 2:37:07 PM

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You don't often get email from [rob@runciblecider.com](mailto:rob@runciblecider.com). [Learn why this is important](#)

Dear Chair Sanchez and Task Force Members,

Oregon has 60 cideries, more than any other state. Most of them draw their supply of premium apples from nearby orchards. Some, such as mine, grow their own specialty apples. Half of Oregon cideries are women-owned. Many of them are relatively new businesses that retain the exuberance of a start-up. That means they create new jobs and new markets for supply chain businesses.

The market for hard cider is robust and Oregon cideries compete well but cider is a beverage that tends to have a built in price ceiling. That means that any significant increase in taxes that Oregon cider makers have to pay will threaten the core economic viability of their businesses.

After the brutal Covid years and the other recent challenges to the State's vital hospitality sector, it is both unfair and unwise to further burden this industry with the proposed alcohol tax increase under consideration resulting from HB3610. While a significant new tax on alcoholic beverages may, at first glance, have some popular appeal, its impact on the cider sector will predictably be to close some cideries down. This will be fiscally counter productive and will have no benefit in discouraging problem drinking.

I urge the task force to consider this move carefully and to oppose the proposed taxes.

Thank you for your consideration.  
Rob Miller  
Vice President - Runcible Cider  
Mosier, OR

**From:** [Cliff Anderson](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 2:32:33 PM

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You don't often get email from cliff@andersonfamilyvineyard.com. [Learn why this is important](#)

Dear OLCC,

We understand that increases in beer & wine taxes are on the table.

I believe this issue is largely being considered in response to anti-alcohol pressure groups looking to fund public health initiatives.

We agree public health is important and should be funded. Just not on the backs of small family owned businesses providing healthy, natural products generally consumed in moderation.

Here's an article published recently in Harvard Health dealing with the lack of good research and even positing some beneficial outcomes from moderate consumption:

<https://harvardpublichealth.org/policy-practice/is-alcohol-bad-for-you-or-is-alcohol-good-for-you-yes/>

Punishing the voice of moderation in hopes of solving public health problems is like taxing farmers due to the nation's obesity epidemic.

If nothing else, taxing wine and beer more heavily will only drive those looking to get high to more immoderate products such as hard alcohol and drugs - the opposite effect of the desired outcome.

Here's hoping some sanity and common sense can prevail and allow our fine state to continue to attract tourists from all over the US in search of fine beer & wine.

Best,

Cliff Anderson  
**Anderson Family Vineyard**  
Dundee Hills, Oregon  
  
[www.andersonfamilyvineyard.com](http://www.andersonfamilyvineyard.com)



**From:** [Misty Mountain Brewing](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** No To Raising Beer Taxes  
**Date:** Wednesday, September 25, 2024 2:45:00 PM

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You don't often get email from mistymountainbrewing@gmail.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, \$2.8 billion in wages and \$8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's \$470 million behavior health package, Measure 110's \$300 million and \$600 million from the opioid lawsuit settlement and the 2024 legislative investment of \$211 million for housing, mental health and addiction services – far more than \$1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing \$72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on

already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,

Mark, Matt and Hanna Camarillo

***Misty Mountain Brewing***

[REDACTED]

**Brookings, OR 97415**

[REDACTED]

**From:** [Del Rio Vineyards](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** Public Comment period for HB 3610  
**Date:** Wednesday, September 25, 2024 2:39:43 PM

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You don't often get email from [taste@delriovineyards.com](mailto:taste@delriovineyards.com). [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's vibrant hospitality industry, encompassing over 10,000 foodservice locations and 2,400 lodging establishments, provides nearly 180,000 jobs and generates over \$14 billion in annual sales. This makes hospitality the second-largest economic driver in our state. Oregon's beer, wine, and cider industries are key partners in this success, promoting tourism and elevating our state's reputation.

However, this vital sector faces growing challenges. Inflation, supply chain disruptions, labor shortages, natural disasters, and the lasting impact of the pandemic have put Oregon's restaurants, brewpubs, and tasting rooms at risk. These businesses need support, not the burden of new taxes—they need a stable, predictable tax code to stay afloat.

Oregon's fentanyl crisis is deeply concerning, but the issue is not linked to alcohol, nor is it a result of insufficient funding for addiction and recovery programs. In fact, Oregon ranks among the top states in terms of funding for drug addiction prevention and recovery, even before the recent influx of resources: \$470 million from the 2021 behavioral health package, \$300 million from Measure 110, \$600 million from the opioid settlement, and \$211 million in 2024 for housing, mental health, and addiction services—totaling more than \$1 billion in new funding. Despite these investments, the Oregon Health Authority (OHA) admitted to the task force that it cannot account for \$72 million of the funds allocated for substance use disorder (SUD) programs between 2021 and 2023. This missing \$72 million is double the state's biennial revenue from beer and wine taxes.

A report from ECONorthwest, commissioned by OHA, demonstrates that increasing alcohol taxes is not an effective method for addressing excessive drinking or substance abuse. If the legislature is serious about prioritizing SUD programs, it should look beyond the current 3% of alcohol revenues earmarked for this purpose. Fiscal responsibility and transparent use of funds are crucial, and an independent audit of OHA is essential before considering new taxes that would harm Oregon businesses.

Oregon's beer, wine, and cider industries are vital contributors to our economy and community. Raising taxes on these industries or introducing an alcohol sales tax would threaten their survival. I urge you to oppose any such measures and focus on supporting, not burdening, our local businesses.

Thank you,

Jolee & Rob Wallace  
Del Rio Vineyards & Winery  
Gold Hill, Or 97525

**From:** [John Paul](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** Taxes on Oregon Wineries  
**Date:** Wednesday, September 25, 2024 2:54:49 PM

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You don't often get email from cameronwinery@gmail.com. [Learn why this is important](#)

Dear Sirs:

I have been a small winery here in Oregon for over 40 years now and when things have been very lean, as they sometimes are in this business, not being burdened with state taxes on my products has been a life saver. The small winery exemption was a brilliant example of Oregon state government trying to help out the young wine industry but it is no less important today as many many new businesses try their hand at this. Most wineries are barely hanging on at this moment with declining sales, increasing costs and attention to taking care of our employees. Please respect what we have done in the past and are doing now as a contribution to the total Oregon economic picture, and let us thrive.

Sincerely,

John Paul/Cameron Winery

**From:** [Shaun Kalis](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** Brewery excise  
**Date:** Wednesday, September 25, 2024 4:16:33 PM

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[You don't often get email from shaun@rusebrewing.com. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification> ]

Hello, please reconsider a raise of excise tax, covid was hard enough on our industry and businesses as a whole, a spike in excise could be completely detrimental to the Oregon beer industry(which is responsible for 1000s of jobs across the state). Please reconsider and Thanks so your time.

Thanks & Best,  
Shaun Kalis  
Ruse Brewing LLC  
Crust Collective LLC

From: [Trevor Hayman](mailto:Trevor.Hayman@olcc.com)  
To: [OLCC Communications + OLCC](mailto:OLCC.Communications@olcc.com)  
Subject: Bridge 99 Brewery  
Date: Wednesday, September 25, 2024 4:28:59 PM

[You don't often get email from [trev@bridge99brewery.com](mailto:trev@bridge99brewery.com). Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification> ]

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, \$2.8 billion in wages and \$8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's \$470 million behavior health package, Measure 110's \$300 million and \$600 million from the opioid lawsuit settlement and the 2024 legislative investment of \$211 million for housing, mental health and addiction services – far more than \$1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing \$72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen

control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,

Bridge 99 Brewery

Sent from my iPhone

**From:** [jason.hanson](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** Comment on HB3610  
**Date:** Wednesday, September 25, 2024 5:23:22 PM

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You don't often get email from jazndc@gmail.com. [Learn why this is important](#)

Dear HB 3610 Task Force,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, \$2.4 billion in wages, 2.3 million tourist visits and \$8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing \$72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Sincerely,

Jason Hanson  
Marion County resident

**From:** [PourDecisions](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** Excise tax opposition  
**Date:** Wednesday, September 25, 2024 3:54:04 PM

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You don't often get email from pourdecisionspdx@gmail.com. [Learn why this is important](#)

Food afternoon, this email is to express opposition for a possible upcoming excise tax for alcoholic beverages in the state of Oregon. As a new small business owner in Portland this would devastate our business, as our margins are barely enough to pay the bills and keep the doors open as it is. Please consider the wide ranging effects this would have on small businesses, and the beverage industry in general. Cheers, -Doug Henshaw, owner, NWIPA LLC DBA POUR DECISIONS PDX.

**From:** [Scott Pillsbury](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Cc:** [info@leikambrewing.com](mailto:info@leikambrewing.com)  
**Subject:** HB 3610 Comments - Rose City Label  
**Date:** Wednesday, September 25, 2024 4:54:50 PM

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You don't often get email from [scottp@rclabel.com](mailto:scottp@rclabel.com). [Learn why this is important](#)

To whom it may concern –

I am the co-owner of a 97-year old family printing business in Southeast Portland. Much of our success the past dozen years has been in serving the Oregon beverage community.

High end, locally produced beer, wine, spirits and food are key customers to our business. Since 2010 we have ridden the wave of craft beer and our business has doubled in that time. Together with other suppliers, Rose City Label has paid above-average wages, taught out employees very important skills, and provided stable careers for many hard working people. The craft beer industry has been CRITICAL to our success.

PLEASE don't cripple one of the few bright spots in our Oregon economy!!

I was born in Eugene and attended Benson High School in NE Portland. After attending the USAF Academy in Colorado Springs, and serving in our Air Force, I returned to the family business in 1994. For 30 years I have been a passionate advocate for local family businesses that are the backbone of our economy. I love Portland and all that we represent, but the past 4 years have been rough. Portland and the entire state need a BOOST from our government, not a kick in the face while they are already down.

These are not just my opinions, but FACTS that show a need for support, not punishment:

- Since last year draft beer sales are down nearly 30%, Oregon's hop harvest is down 18% and craft beer sales as a whole are down more than 2%
- Revenue and taxation of (beer \$8.7 billion, wine \$7.19 billion, cider \$300 million, spirits \$2 billion) is the third largest source of revenue for the state. Yet only 3% of that revenue goes toward funding mental health and drug addiction recovery and treatment.
- Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers.

PLEASE HELP – we certainly need help for mental health treatment, but please don't put that burden on the backs of the brewing industry. There is an entire industry and web of suppliers supporting the supply chain of craft beer. You won't just be punishing the brewers, but all their suppliers as well.

THANK YOU for your consideration. If you need additional information, feel free to contact me directly.

Thank you,

Scott Pillsbury  
Rose City Label

O [REDACTED]

C [REDACTED]

**From:** [Lara](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 comments  
**Date:** Wednesday, September 25, 2024 4:24:09 PM

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[You don't often get email from [larahargrave@gmail.com](mailto:larahargrave@gmail.com). Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification> ]

Do not pass this bill. As someone in the industry who is already struggling with thin margins, inflations and over all market change this would be devastating. I expect my coworkers, friends, peers etc to virtue signal me, NOT MY GOVERNMENT. THIS IS A VIRTUE SIGNAL TAX. I left Texas because of supposed government moral high ground. We don't need that here.

The failure of the OHA is bleeding into my pint glass because why? You need more money? You've already taxed this city into submission and now you want another tax because of addiction? This is the same government that passed out tents and foils in the midst of the fentanyl crisis? We need more incentives and tax breaks in this struggling economy NOT MORE GOVERNMENT and restrictions. Everyday small businesses are closing and breweries are shuttering at an alarming pace. Do we think this would help the small minority beat addiction? Addiction is a disease not a tax revenue. Because the OHA isn't doing their job correctly they want to punish the consumer and businesses of this city. No. Enough is enough.

Lara

Sent from my iPhone

**From:** [Jennifer Warner](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 5:20:28 PM

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You don't often get email from [jennifer.mcdonald3@gmail.com](mailto:jennifer.mcdonald3@gmail.com). [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's wine industry, comprising more than 1,100 wineries and 1,500 vineyards, is a cornerstone of our state's economy. It generates 50,000 jobs, \$2.4 billion in wages, welcomes 2.3 million tourists annually, and drives \$8 billion in overall economic activity. This makes Oregon a leading wine-producing state. However, since the pandemic, wine sales have declined as consumer habits have shifted.

Our largely small, family-owned wineries and vineyards are facing significant headwinds. Decreasing sales and visitation, rising labor costs, natural disasters, supply chain disruptions, and escalating production expenses have made it increasingly difficult for local wine businesses to stay afloat. Now more than ever, these businesses need support from lawmakers to remain viable, which includes providing stability in our tax policies, not imposing additional burdens.

There is already substantial funding available for addiction and recovery services due to recent investments. The Oregon Health Authority has reported that \$72 million, or over 7% of its spending on substance use disorder (SUD) programs for 2021-2023, cannot be accounted for. This unspent amount is more than double the total revenue the state collects from wine and beer taxes over a biennium. Before considering tax hikes on struggling Oregon businesses, the legislature should prioritize using existing alcohol revenues to address substance use issues. Furthermore, public health efforts should focus on addressing problem drinking, rather than penalizing moderate consumers.

The wine industry is vital to Oregon's economy and cultural identity. We urge you to support Oregon wineries and vineyards by ensuring policies that enable them to thrive and continue producing the world-class wines that have made Oregon a renowned wine region.

Sincerely,

Jennifer Warner

Owner - Dagger Daisy Wines

**From:** [Ruth Garvin](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 5:15:31 PM  
**Attachments:** [HB LETTER RE TAX INCREASE.pdf](#)

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You don't often get email from [ruth@cliffcreek.com](mailto:ruth@cliffcreek.com). [Learn why this is important](#)

To those it may concern,  
Please read the attached letter from me, opposing HB 3610.  
Thank you,  
Ruth

*From our vineyard to your table...enjoy!!!*

*Ruth Garvin*  
*Owner*  
*Cliff Creek Cellars*  
[ruth@cliffcreek.com](mailto:ruth@cliffcreek.com)  
[REDACTED] *Cell*

[www.cliffcreek.com](http://www.cliffcreek.com)



Vineyard  
[REDACTED]  
Gold Hill, OR 97525  
[REDACTED]

Newberg Tasting Room  
[REDACTED]  
Newberg, OR 97132  
[REDACTED]

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# Cliff Creek CELLARS

Gold Hill, OR 97525

**Dear HB 3610 Task Force and Oregon Lawmakers,**

As both a grape grower and winery owner in Oregon, our family at Cliff Creek Cellars is proud to contribute to an industry that plays such a vital role in the state's economy and identity. Oregon's 1,100+ wineries and 1,500 vineyards, including ours, help create 50,000 jobs, generate \$8 billion in economic activity, and attract millions of tourists each year. Winemaking for us is not just a business—it's a way of life deeply connected to the land we cultivate and the community we serve.

Just this year, our vineyard was hit by a devastating frost during the first week of May. Despite having frost protection in place, the exceptionally low temperatures were beyond what we could defend against. We try to plan for these natural occurrences, but more taxes will only take away from our ability to recover from such devastating blows. Farming is already hard, and additional taxes on small farms will not encourage our industry to grow, nor will they create jobs and opportunities for the people of Oregon.

Since the pandemic, we've seen a decline in wine sales and fewer visitors to our tasting rooms. On top of this, we're managing rising employee expenses, supply chain disruptions, natural disasters, and the ever-growing cost of goods. What we need now more than ever is stability and support from lawmakers—not additional taxes that would make survival even harder.

There is already substantial funding available for addiction and recovery services. In fact, the Oregon Health Authority has reported that \$72 million from the 2021-2023 period remains unaccounted for—more than double what the state receives from wine and beer taxes. Rather than burdening small businesses with additional taxes, we believe the legislature should prioritize fully utilizing the existing funds. Additionally, we need a public health approach that focuses on addressing problem drinkers, not penalizing moderate, responsible wine consumers.

Wine is a cornerstone of Oregon's economy, culture, and identity. As grape growers and winemakers, we are asking for your support in preserving the future of Oregon's wine industry. Together, we can ensure that our state continues to produce the world-class wines that have made Oregon renowned.

We strongly oppose raising Oregon's wine privilege tax and encourage lawmakers to stand with us in protecting this essential part of Oregon's heritage.

Warmly,



Ruth Garvin and the Garvin Family  
Cliff Creek Cellars

**From:** [Robert Pouder](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 5:08:40 PM

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[You don't often get email from rpouder@gmail.com. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification> ]

Have y'all considered just taxing Phil Knight a reasonable amount instead

**From:** [Kelley Styring](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 4:49:09 PM

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You don't often get email from [kelly@styring.com](mailto:kelly@styring.com). [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, \$2.4 billion in wages, 2.3 million tourist visits and \$8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

Thank you for your consideration,

Kelley

Kelley Styring  
Styring Vineyards  
[www.styring.com](http://www.styring.com)

Book a Tasting Visit!

<https://www.opentable.com/r/styring-vineyards-and-winery-newberg>

**From:** [Jessica Mozeico](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 4:43:33 PM

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You don't often get email from [jessica@etfillewines.com](mailto:jessica@etfillewines.com). [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

It has come to my attention that there is a public comment period before determining possible tax increases to Oregon wineries. I am writing to voice strong opposition to an increase at this time.

I have owned and run my small, family owned winery for 21 years. There has never been a more challenging time in the wine business than now. We have experienced a 40% decline in visitation and sales over the past two years due to several factors, not the least of which is the persistent problematic identity of Portland in the eyes of out of state visitors. At the same time, massive consolidation in the distribution (business to business) channel means that three of my nine distributors have gone out of business in the past year, such that sales to those markets are gone. On the expense side, my total costs have increased 30% over the past two years. I am struggling with cash flow more than at any other time in our 21 year history. This is simply not the time to increase taxation on Oregon's wineries that employ 50K individuals and \$8B in economic activity.

My understanding is that there is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing \$72 million is twice as much as what the state receives from wine and beer taxes per biennium. Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers such as their recent advertisement about the danger of buying a bottle of wine.

Wine is a vital part of Oregon's economy and identity, but we are at a cross roads and need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

-- Jessica

---

Jessica Mozeico  
Et Fille Wines  
[www.etfillewines.com](http://www.etfillewines.com)  
@etfillewines

**From:** [Rudy Kellner](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 4:38:06 PM

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You don't often get email from rudy@pfriembeer.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, \$2.8 billion in wages and \$8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's \$470 million behavior health package, Measure 110's \$300 million and \$600 million from the opioid lawsuit settlement and the 2024 legislative investment of \$211 million for housing, mental health and addiction services – far more than \$1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing \$72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on

already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Thanks,

Rudy Kellner  
CEO  
pFriem Family Brewers

**From:** [Grady Nelson](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 4:35:29 PM

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You don't often get email from [grady@terminalgravitybrewing.com](mailto:grady@terminalgravitybrewing.com). [Learn why this is important](#)

HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, \$2.8 billion in wages and \$8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's \$470 million behavior health package, Measure 110's \$300 million and \$600 million from the opioid lawsuit settlement and the 2024 legislative investment of \$211 million for housing, mental health and addiction services – far more than \$1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing \$72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Thank you,

**Grady Nelson**  
Marketing Manager  
Terminal Gravity Brewing

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[grady@terminalgravitybrewing.com](mailto:grady@terminalgravitybrewing.com)  
[www.terminalgravitybrewing.com](http://www.terminalgravitybrewing.com)  
Enterprise, OR 97828

**From:** [jessica broadley](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 4:30:10 PM

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You don't often get email from [jessicabroadley@gmail.com](mailto:jessicabroadley@gmail.com). [Learn why this is important](#)

As a small, family-owned winery established in 1986, we are deeply concerned about the proposed wine tax increase. The wine market has struggled significantly over the past four years, both nationally and in Oregon. In 2020, devastating fires and smoke damage affected the vintage, while pandemic-related closures severely impacted sales channels, including many of our key outlets. As we work to recover, an additional tax could be crippling, not just for us but for countless small wineries across the state. We urge you to reconsider this proposal, as it could threaten the survival of family-owned businesses like ours.

Sincerely,  
Jessica Broadley

--

Jessica Broadley  
Operations  
Broadley Vineyards  
[www.broadleyvineyards.com](http://www.broadleyvineyards.com)  
Monroe, OR  


**From:** [Erin Moore](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 4:25:04 PM  
**Attachments:** [OLCC Public Comment Submission HB 3610.pdf](#)

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[You don't often get email from erin@fortgeorgebrewery.com. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification> ]

OLCC Taskforce on Alcohol Pricing,

Please see the attached letter for my comments on HB 3610.

Thank you,

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~Erin Moore  
Business Manager/Corporate Secretary  
Fort George Brewery & Public House  
[REDACTED]  
Astoria, OR 97103  
[REDACTED] (cell)



Erin Moore  
Business Manager/Corporate Secretary  
erin@fortgeorgebrewery.com  
c. [REDACTED] / pub. [REDACTED]

**September 25th, 2024**

c/o HB 3610 Task Force and Oregon Lawmakers,  
Oregon Liquor & Cannabis Commission  
RE: OHB 3610

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, \$2.8 billion in wages and \$8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

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Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Sincerely

Erin Moore

**From:** [David Burkhart](#)  
**To:** [OLCC,Communications \\* OLCC](#)  
**Cc:** [KNEELAND Kailean \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 4:24:43 PM  
**Attachments:** [HB 3610 Public Comment 9,25,2024.pdf](#)

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You don't often get email from david@fortgeorgebrewery.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, \$2.8 billion in wages and \$8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

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Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Sincerely,  
David Burkhart  
Financial Controller  
C.  
PUB.  
[REDACTED]

ASTORIA OREGON 97103





David Burkhart  
Financial Controller  
david@fortgeorgebrewery.com  
c. [REDACTED] / pub. [REDACTED]

**September 25th, 2024**

c/o HB 3610 Task Force and Oregon Lawmakers,  
Oregon Liquor & Cannabis Commission  
RE: OHB 3610

Dear HB 3610 Task Force and Oregon Lawmakers,

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Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Sincerely

David Burkhart

**From:** [Carrie Wynkoop](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 4:24:25 PM

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You don't often get email from [carrie@avp.wine](mailto:carrie@avp.wine). [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, \$2.4 billion in wages, 2.3 million tourist visits and \$8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing \$72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

Please vote no on increasing taxes on Oregon's small wineries.

Sincerely,  
Carrie Wynkoop

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Carrie Wynkoop  
CEO  
AVP Wine Collective  
[www.avpwinecollective.com](http://www.avpwinecollective.com)  
[REDACTED]

**From:** [Niki Diamond](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 4:21:12 PM

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You don't often get email from niki@awaydaysbrewing.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, \$2.8 billion in wages and \$8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive.

I am a small business owner who has already had to close one business and community hub in SE Portland. We invest our lives in our businesses - time, emotions, and dollars - and strive to create the best possible experiences for our guests and our employees. Local, regular guests are at the heart of our operation, but we also attract a lot of tourists and beer enthusiasts who choose to visit Portland for our thriving craft beer scene.

This tax would put even more of our local breweries in danger and would discourage new potential brewery owners from following their dreams and creating the next generation of Portland beer gems.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's \$470 million behavior health package, Measure 110's \$300 million and \$600 million from the opioid lawsuit settlement and the 2024 legislative investment of \$211 million for housing, mental health and addiction services – far more than \$1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing \$72 million is twice as much as what the state receives from beer and wine taxes per biennium.

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Beer is a vital part of Oregon's economy and identity, and its brewers need the support

of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Niki

--

Niki Diamond

Owner / manager

[Away Days Brewing Co](#)



**From:** [ximena@atticuswine.com](mailto:ximena@atticuswine.com)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 4:10:48 PM

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You don't often get email from [ximena@atticuswine.com](mailto:ximena@atticuswine.com). [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, \$2.4 billion in wages, 2.3 million tourist visits and \$8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

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Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Cheers,  
Ximena

Ximena Orrego  
Atticus Wine  
Instagram: @atticuswine  
Facebook: @Atticus.Wine  
Cel. [REDACTED]

**From:** [Stephen Reustle](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 3:56:59 PM

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You don't often get email from [stephenmreustle@reustlevineyards.com](mailto:stephenmreustle@reustlevineyards.com). [Learn why this is important](#)

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Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, \$2.4 billion in wages, 2.3 million tourist visits and \$8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

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Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Sincerely,

Stephen M.Reustle  
Owner Winemaker

**From:** [Andreas Wetzel](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** Wine tax increase  
**Date:** Wednesday, September 25, 2024 4:37:38 PM

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[You don't often get email from [andreasw@wetzelestate.com](mailto:andreasw@wetzelestate.com). Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification> ]

To whom it may concern:

As a small, family-owned winery established in 1990, we are deeply concerned about the proposed wine tax increase. The wine market has struggled significantly over the past four years, both nationally and in Oregon. In 2020, devastating fires and smoke damage affected the vintage, while pandemic-related closures severely impacted sales channels, including many of our key outlets. As we work to recover, an additional tax could be crippling, not just for us but for countless small wineries across the state. We urge you to reconsider this proposal, as it could threaten the survival of family-owned businesses like ours.

Thank you for taking this into consideration.

Andreas Wetzel  
Wetzel Estate Winery  
Dallas, Oregon

**From:** [dan@utopiawine.com](mailto:dan@utopiawine.com)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** Comment on HB 3610  
**Date:** Wednesday, September 25, 2024 6:35:07 PM

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You don't often get email from dan@utopiawine.com. [Learn why this is important](#)

To whom it may concern:

I say no to any new wine tax, the state takes in hundreds of millions of dollars in taxes each year from small businesses. We are struggling to keep the lights on while working seven days a week to try and stay in business. A small winery employs dozens of workers and supports the local economy and communities with its taxes and generous philanthropy. The hospitality business has still not recovered from the pandemic and wineries like other small businesses are struggling to survive. The increase if approved will put many small wineries out of business.

Sincerely,  
Daniel Warnshuis

**From:** [Morgan Clark](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** Dear HB 3610 Task Force  
**Date:** Wednesday, September 25, 2024 6:28:28 PM

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You don't often get email from [morgan\\_clark0907@yahoo.com](mailto:morgan_clark0907@yahoo.com). [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,  
Oregon's more than 300 breweries help create 50,000 jobs, \$2.8 billion in wages and \$8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

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Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,  
Morgan Clark  
Brewer at Wayfinder

**From:** [Eric Steen](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 8:51:09 PM

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[You don't often get email from [eric@weareforestgreen.com](mailto:eric@weareforestgreen.com). Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification> ]

Hello,

Thank you so much for the opportunity to provide feedback on HB3610. I work in Oregon's grand beer industry as a marketing and communications contractor. I work with a number of breweries on a regular basis and I also independently organize beer events that are connected to conservation efforts around the state - including "Cheers to the Land" a campaign in conjunction with the Oregon Agricultural Trust that supports work to permanently protect Oregon's rich farm and ranch land.

Oregon beer is world renowned, and many people travel to Oregon just to try the beer. Oregon beer is a fuel for tourism. Our breweries have some of the most awarded and most talked-about beer across the globe. This is thanks to early laws that made operating a brewpub possible. It's also due to the fact that our region grows some of the best hops in the world (hood are one of beer's four ingredients). Goschie farms near Silverton, for example is a 4th generation hop farm that's been in operation for 139 years, and they're also leaders in sustainable and environmentally responsible farming practices.

From my perspective as a marketing expert in beer and conservation, Oregon craft breweries already have slim margins and are up against international corporate breweries that have consolidated and can keep their beer pricing low. A tax could easily cripple brewers across the state and bring an end to beer tourism. The domino effect is that our treasured hop and barley farmers would lose significant local buyers who help create an artisanal market unlike any across the country. Between 2017-2022 Oregon already lost 5.5% of its farms and 4% of its farmland. A tax would put additional farmland at risk. I ask that the task force not apply any additional tax or costs to our breweries. I'm happy to provide additional insight into the marketing side of the industry and I appreciate you taking the time to read this.

Eric Steen  
[weareforestgreen.com](http://weareforestgreen.com)

**From:** [info@threemugsbrewing.com](mailto:info@threemugsbrewing.com)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 8:49:25 PM

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You don't often get email from [info@threemugsbrewing.com](mailto:info@threemugsbrewing.com). [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

I live in Aloha and am an owner of a brewery in Hillsboro, Oregon, and a pub in Beaverton. The brewery has been open for over 11 years. We just recently opened our pub this last June. The pandemic almost killed our brewery. We had to lay off all our employees and the other two owners and I took no salaries for several months. We were only able to survive because of can sales and growler fills.

Since the pandemic, the price of malt, hops, & yeast have all increased significantly, as have energy costs and rent. That, in addition to a downturn in sales after the pandemic, have really put us in a bind. People got used to staying in during the pandemic, and, with the additional angst about their personal finances (we are feeling the threat of layoffs at Intel and the recent layoffs at Nike), we're just not getting people in the door like we used to. We're surviving by coming up with creative ways to get people to come out, like unique events and promotions.

That said, the addition of any taxes on our products would be a death blow to us. We've had to raise our prices in light of increasing costs, but the beer-drinking public will only tolerate so much. Increasing alcohol taxes will just play into the hands of the macro brewers and force us small breweries out of business for good.

The Oregon Brewers Guild provides some statistics on the importance of Oregon's small breweries. Oregon's more than 300 breweries help create 50,000 jobs, \$2.8 billion in wages and \$8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms just in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

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Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

We love beer and are proud of our contribution to Oregon's beer culture. Beer is a vital part of Oregon's economy and identity, and we need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

**Sláinte!**

Jay Jennings  
Owner/Brewer  
Three Mugs Brewing Company  
Hillsboro, Oregon  
Cell: [REDACTED]  
Brewery/Taproom: [REDACTED]

**From:** [Mark Moisan](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 8:29:49 PM

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You don't often get email from markmoisan@gmail.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Healthcare accounts for nearly 18% of our national economy and continues to grow, seemingly unchecked. HB 3610 is ground zero for how it is not being kept in check.

The state as whole has nowhere near the supply of substance abuse professionals to meet existing service demands, much less add any new service demands. Yet the OHA behemoth persists.

The OUTCOMES for existing substance abuse programs are uneven and poorly monitored. Yet the OHA behemoth persists.

The overall concept of this idea is financially cancerous - akin to a tumor, left unchecked, strangling all the organs around it.

No doubt, truck drivers suffer high rates of unmanaged depression - so let's create a new tax on truck sales to pay for this! Even if we don't have great outcomes data. Because, why not?

And, of course, it's well-known that poor natural lighting in schools causes myopia - so let's tax all the schools to pay for eyeglasses for our children!

HB 3610 is generally a bad idea. But more than that, it's hard to imagine that this is the next best use of tax dollars. Please move on, folks.

Mark Moisan  
Retired Healthcare Administrator  
Dundee, OR

**From:** [Tom Armstrong](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 7:32:08 PM

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[You don't often get email from tdarmstrong@yahoo.com. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification> ]

First, a three day comment period? What's up with that? Sends the wrong signal that you are trying to jam this through without broad community input.

I am an Oregon craft beer drinker since 1993. The beer culture - the brewpubs, the festivals, the shared experiences are an important part of what makes Oregon, Oregon.

I understand the need to raise alcohol taxes, but please no extreme measures that will do massive damage to Oregon breweries. Moderation.

Thank you for your consideration.

Tom Armstrong

  
Portland, OR 97215

**From:** [William Holloran](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 7:31:16 PM

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You don't often get email from bill@holloranvineyardwines.com. [Learn why this is important](#)

Task force:

I am writing in strong & vehement opposition to any tax increases on wineries, especially smaller wineries.

Many Oregon wineries operate at break even or losses, working in hopes of one day being profitable. Many of us work other jobs to even keep the doors open.

The events of the last few years have put even greater pressure on the industry. Just observe in Oregon the thousands of tons of Pinot Noir fruit for sale, that is unsold this year, meaning it will rot on the vine.

Winery visitation is down, for most wineries sales are down, significantly for many. To add new taxes on top of this will only further insure many of us can no longer survive. This means a loss of jobs, reduced economic activity in Oregon, and ultimately lower tax revenues overall for Oregon.

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, \$2.4 billion in wages, 2.3 million tourist visits and \$8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

This would be on top of the new AG overtime laws now being phased in, which make our cost of production even higher than it already is, making it very difficult to compete especially with wine produced in other areas with lower labor costs.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Thank you for your support in burying this bad idea.

*Bill*

William T Holloran, Jr.  
Holloran Vineyard Wines  
[www.HolloranWines.com](http://www.HolloranWines.com)

**From:** [Jay Ramineni](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 7:13:51 PM

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You don't often get email from jay@sima.llc. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

I live out of state and invested more than \$1MM USD to grow grapes and make wine.

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, \$2.4 billion in wages, 2.3 million tourist visits and \$8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing \$72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

This additional tax discourages people investing in the State of Oregon. I was hoping to move to Oregon in the next few years. These tax measures discourage me from moving to the state.

Jay Ramineni

**From:** [Page Knudsen Cowles](#)  
**To:** [OLCC,Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 6:28:45 PM  
**Attachments:** [image.png](#)

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You don't often get email from [page@knudsenvineyards.com](mailto:page@knudsenvineyards.com). [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, \$2.4 billion in wages, 2.3 million tourist visits and \$8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

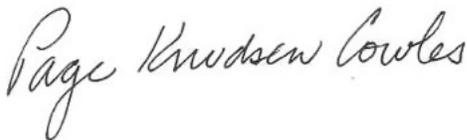
Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

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Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the global map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Sincerely,



**PAGE KNUDSEN COWLES (she/her)**

Managing Partner | **Knudsen Vineyards** | WSET III

PO Box 280 | [REDACTED] | Dundee, OR 97115

[REDACTED] (main) | [REDACTED] (direct) | [REDACTED] (cell)

[Website](#) | [Facebook](#) | [LinkedIn](#) | [Instagram](#) | [#knudsenvineyards](#)

**From:** [Artist Block](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 6:07:15 PM

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[You don't often get email from [anna@artistblockwine.com](mailto:anna@artistblockwine.com). Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification> ]

We are a small winery trying to make it work in Oregon. Please consider the impact raising the taxes will have. So many of us are already struggling to survive.

Anna Sweet, CEO  
artistblockwine.com  
“Wine In Color”  
Dundee Hills, OR

**From:** [Nick Scandurro](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 5:56:10 PM

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You don't often get email from [inviscidbrewing@gmail.com](mailto:inviscidbrewing@gmail.com). [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

My name is Nick, and I am reaching out from Sasquatch Brewing Company. I strongly oppose any increase in Oregon beer taxes, as our business is already struggling to stay afloat during these challenging times. We are a local brewpub, serving and supporting the tax-paying residents of our community. Raising taxes would almost certainly force us to close, extinguishing the last active (non-chain) brewpub in Hillsdale. If the OLCC values the Sasquatch as a symbol for the CAMP system, I would hope they also stand behind Sasquatch Brewing Company.

Oregon's more than 300 breweries help create 50,000 jobs, \$2.8 billion in wages and \$8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's \$470 million behavior health package, Measure 110's \$300 million and \$600 million from the opioid lawsuit settlement and the 2024 legislative investment of \$211 million for housing, mental health and addiction services – far more than \$1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing \$72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too. Be a "believer" with us and vote against the raising of our taxes to help us stay afloat!

**From:** [Andrew Champion](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 5:48:56 PM

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You don't often get email from awchampion@gmail.com. [Learn why this is important](#)

I am a beer consumer and live within easy walking distance of four Portland-area breweries.

One of those breweries is Widmer Brothers. Widmer creates union jobs in my neighborhood. It is not just large enough for the smell of brewing to waft into my windows when the wind is right, it is large enough to distribute its beer nationwide.

Halfway across the country, the beer brewed in my back yard sells for a lower everyday price at neighborhood liquor stores than I can find on sale at large local retailers like Fred Meyer, Safeway, or Plaid Pantry. Their cost of living may surely be different, but that is really the point: higher Oregon taxes will only exacerbate this difference.

Beer is a middle class drink. Brewing is one of Oregon's defining industries. I am strongly opposed to higher taxes harming any of them.

**From:** [Bryan Freed](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Wednesday, September 25, 2024 5:38:31 PM

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You don't often get email from befreedwinefarm@aol.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, \$2.4 billion in wages, 2.3 million tourist visits and \$8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing \$72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Cheers, Bryan Freed

**From:** [Avara Roberts](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 COMMENTS  
**Date:** Wednesday, September 25, 2024 8:32:06 PM

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You don't often get email from [avara@porterbrewingco.com](mailto:avara@porterbrewingco.com). [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, \$2.8 billion in wages and \$8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's \$470 million behavior health package, Measure 110's \$300 million and \$600 million from the opioid lawsuit settlement and the 2024 legislative investment of \$211 million for housing, mental health and addiction services – far more than \$1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing \$72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,  
Avara Roberts  
Porter Brewing Co. LLC  
Bend, OR

**From:** [Jason B](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Task Force  
**Date:** Wednesday, September 25, 2024 7:08:35 PM

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You don't often get email from [jasonthebeaver@gmail.com](mailto:jasonthebeaver@gmail.com). [Learn why this is important](#)

To HB 3610 Task Force and Oregon Lawmakers,

I strongly oppose any tax increase on Oregon beer, specifically a tax that may target Oregon breweries.

The profit margins these small businesses face are already so tight in their competitive environment that many small Oregon breweries (and subsequent taphouses) are going out of business. Taxing them more will only do more harm without an offsetting benefit to the citizens of our great state.

By increasing the financial pressure on small Oregon breweries, it will only drive the breweries that are making the best beer, and providing the best beer-industry jobs out of business first. Only the breweries that cut corners, pay minimal wages, and use the cheapest imported products to make the lowest quality beer will survive. Beer is a statewide Oregon culture. Our love for great locally made beer is something we all created here. Now, we're known internationally for this culture of great beer. But by driving the best breweries out of business we risk losing that critical aspect of our identity. Do we want to become a state that only exports our hops, grains and yeast to other states? Or do we want to keep and use our homegrown products here to create a more valuable commodity that helps all of us in the form of jobs, local pride, and a positive tourism financial impact?

Thank you for listening.

Jason Barker, Hillsboro, Oregon

**From:** [Marr Computer](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB3610 comments  
**Date:** Wednesday, September 25, 2024 7:35:56 PM

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You don't often get email from mdbmarr@live.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, \$2.4 billion in wages, 2.3 million tourist visits and \$8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing \$72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

As a starting out wholesaler and winery, we can afford these extra fees in addition to the other already expensive startup costs. Please reconsider for all the above mentioned reasons.

Rob Marr  
Marr Estates, LLC

**From:** [Scott Peterson](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB3610 Comments  
**Date:** Wednesday, September 25, 2024 7:43:30 PM

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You don't often get email from [speterson@vonebertbrewing.com](mailto:speterson@vonebertbrewing.com). [Learn why this is important](#)

OLCC and Oregon state lawmakers,

I am writing you in opposition to the proposed tax to be levied on alcohol and beverage manufacture. As you are aware, craft brewing in the US has provided a manufacturing renaissance in an era when the country was largely shedding good manufacturing jobs for cheaper offshore alternatives. Makers of beer, wine and spirits have managed to provide millions of new jobs in stark contrast with the rest of the manufacturing sector, and to capture the imagination of several generations of American consumers.

Oregon has been one of the epicenters of craft beer in the United States. Over the last four decades, craft beer has become one of the hallmarks of culture in this state. Look beyond the economic impact numbers for merely the industry: every week, the industry generates regional commerce and international beer tourism as well. Generational agricultural dynasties have grown up alongside the brewing industry. Right now is one of our busiest times of year. As hops are ripening and being harvested in the Willamette and Yakima Valleys, brewers from all over the nation and world are traveling through Portland to evaluate and secure their preferred lots for brewing in 2025.

Presently we are also facing some of the stiffest industry headwinds in decades. We are being squeezed out from all sides as supply chain constraints make ingredients and inputs more expensive, rising labor costs can't even keep up with inflation, and a generational shift in drinking habits is underway. Breweries are already closing their doors left and right.

An additional tax, now of all times, would not only be ill-informed — it would be reckless. Would you really drive that nail into the coffin of an industry that has been such an important part of Oregon's past and present? That has been built and nourished by so many hardworking Oregonians?

Scott D Peterson  
Brewer  
Lead, Quality + Maintenance + Compliance  
Von Ebert Brewing

**From:** [Rick Strauss](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** No excise increase!  
**Date:** Wednesday, September 25, 2024 5:44:14 PM

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You don't often get email from rick@bentshovelbrewing.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, \$2.8 billion in wages and \$8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

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Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,

Rick Strauss  
Owner/Brewer - Bent Shovel Brewing Oregon City, OR  


**From:** [Brian McGill](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** Proposed taxes  
**Date:** Wednesday, September 25, 2024 6:20:06 PM

---

You don't often get email from [brian@coldfirebrewing.com](mailto:brian@coldfirebrewing.com). [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, \$2.8 billion in wages and \$8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

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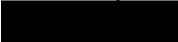
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already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,  
Brian

Brian McGill  
Sales Representative

  
[brian@coldfirebrewing.com](mailto:brian@coldfirebrewing.com)

**From:** [Lily Hudnell](#)  
**To:** [OLCC Communications \\* OLCC](#)  
**Subject:** Don't tax Oregon Cider!  
**Date:** Thursday, September 26, 2024 8:39:14 AM

---

You don't often get email from [lilyhudnell@gmail.com](mailto:lilyhudnell@gmail.com). [Learn why this is important](#)

Dear Task Force Members,

As a long-time resident and small business owner in Oregon's craft alcohol industry, I am writing to express my concerns about the potential increase in alcohol taxes under HB3610. Over the past few years, our industry has been battered by one challenge after another. The COVID-19 pandemic forced many of us to close our doors temporarily, and for some, these closures became permanent. Those of us who survived have faced ongoing challenges, including labor shortages, supply chain disruptions, and skyrocketing costs due to inflation. Natural disasters, from wildfires to severe weather events, have only added to our burden.

In this context, the proposal to increase taxes on alcohol feels like another blow to an industry already on its knees. Many of us in the craft alcohol community are small, independent businesses that have invested our lives into creating something unique and beloved in our communities. We are not multinational corporations with deep pockets; we are local businesses that provide jobs, contribute to tourism, and play a vital role in the cultural fabric of Oregon.

While I understand the importance of funding addiction recovery services, Oregon is already one of the best-funded states in the country. Before imposing additional taxes, I urge the task force to consider whether existing funds are being managed effectively. The Oregon Health Authority's failure to account for \$72 million in recovery funds and their lack of basic data on treatment capacity and patient needs suggests that the issue is not a lack of resources but rather how those resources are being utilized.

Imposing higher taxes will not address these management issues, but it will harm small businesses that are already struggling to stay afloat. I ask that you consider the broader economic impact and the potential harm to an industry that has done so much to define Oregon's identity.

Sincerely,  
Lily Hudnell-Almas

Proud drinker of Oregon Cider!

**From:** [Dan Malech](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 comments  
**Date:** Thursday, September 26, 2024 8:52:18 AM

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[You don't often get email from dan@stormbreakerbrewing.com. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification> ]

To whom it may concern,

I'm sure you're being inundated with emails regarding this tax. Most are probably cut and paste, but you get the message. In short, business has been horrible, costs are way up, sales are down. I can't even afford the CAT tax. This will push us to the brink.

Cancel this tax. Thanks,  
Dan M

**From:** [Mark Bosko](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 8:52:47 AM

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You don't often get email from mark@openclaimvineyards.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, \$2.4 billion in wages, 2.3 million tourist visits and \$8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing \$72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Kindly,  
Mark Bosko

Mark Bosko, General Manager  
**OPEN CLAIM VINEYARDS**  
Tasting Room - Dundee: [REDACTED]  
[REDACTED] Dundee, OR 97115  
Vineyard House - Dallas: [REDACTED]  
[REDACTED] Dallas, OR 97338  
Web: [openclaimvineyards.com](http://openclaimvineyards.com)  
Cell: [REDACTED]

**From:** [Drew Worden](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 8:31:44 AM

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You don't often get email from [drew@fortgeorgebrewery.com](mailto:drew@fortgeorgebrewery.com). [Learn why this is important](#)

To Whom It May Concern,

My name is Drew Worden. I am a Portland resident and I am currently the Sales Director at Fort George Brewery. Before that I sold beverages at Columbia Distributing and before that ran a number of beer-centric establishments in OR and VA. All-told I've been in the beer and bar business for over 22 years, well over half my life.

This taskforce has an important charge, and I respect it. Since my first day in the on-premise I've been trained on best practices in service to prevent over-serving and preserve health and life. I've seen the impacts of over-indulgence in the short and long term.

I love this industry and I love how special it is in Oregon especially. In fact, though I was born in Roseburg, I spent 13 years in Virginia and caught the beer bug out there. At the time brewpubs were not legally allowed there and overall breweries in the state were few and far between, merely production entities with a tiny tasting room you could only get up to 12oz of beer in 3oz sample pours. But imports and regional craft like Dogfish Head were plentiful and I jumped headlong into the industry. Eventually, the ceiling for a career being limited by the VA's stifling regulations, I moved back to OR and found a whole new launchpad of possibility and community. It's part of what makes Oregon such an amazing travel destination.

The Brewery and Public House brings people of all walks together under one roof for a beverage and a meal and a conversation. Astoria, where our brewery is located, has remade its entire economy around tourism, in large part beer tourism. I'm not sure where Astoria would even be without it, after the fishing/canning industry largely moved on to bluer pastures. We employ over 125 people in Astoria thanks to the demand for our wares. And Buoy, Breakside, Obelisk, Astoria Brewing, and still others all add to the draw, adding their own jobs to the workforce along the way.

But beer has really struggled the last few years after decades of growth, with multiple years of loss in the category. Competition is one thing (and great for the consumer), that only strengthens our end-product and keeps the passion flowing, while it chews some up and spits them out. But the economy, pricing, and consumer habits have already dulled the luster craft beer once had. Bars have passed so many of their increased costs onto beer and food, but rarely (and if so, hardly) onto liquor. Kegged beer has increased only marginally in price the last 5 years but prices have gone up \$2-3 (about 50%) on the menu, while most places you can still get a 2.5oz heavy of whiskey or a stiff tall Vodka-soda for \$5. If that doesn't over-incentivize drinking to excess and getting inebriated rapidly I'm not sure what does.

The disparity in the end-pricing of local craft beer vs the national brands and imported brands, hard seltzer, ready to drink cocktails, and liquor has already made this amazing craft industry extremely precarious. Adding any artificial cost to this process, either levied on the breweries themselves or at the register, would be devastating to the bottom line and only further alienate this category from all consumers outside of the diehards. This would close many breweries, period. This would hurt their public houses and restaurants, and the communities who provide

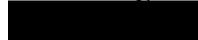
the labor and get paid for doing it, and the choices people make to travel to OR generally, and many areas like Astoria specifically.

At Fort George, we've given over \$1m to non-profits since we opened in 2007. We donate 1% of the profits of our entire line of 6pks to worthy Oregon non-profits like Surfrider and Oregon Parks Forever. We just finished the largest single-roof private solar project in Oregon. We have great benefits, match 401k, and have an annual employee profit-sharing plan across all 125+ employees. This is all made possible only by our mild but sustained success, and by prioritizing these things, reinvesting in our company and our people. These things are not possible if our industry has to bear the burden of non-cost-related factors, and will lead to closures of many of our less-fortunate community of breweries.

There is existing money that can be appropriated appropriately for this purpose, or other methods or parties to raise it. But this would devastate our industry, plain and simple, and have far-reaching impact beyond "the beer business."

Thank you for this opportunity to comment, and for reading it. Please reach out if I can be of any assistance in the future.

Drew Worden  
Sales Director  
Fort George Brewery

  
[drew@fortgeorgebrewery.com](mailto:drew@fortgeorgebrewery.com)

**From:** [Astoria Brewing](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 8:31:02 AM

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You don't often get email from astoriasbrewery@gmail.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, \$2.8 billion in wages and \$8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's \$470 million behavior health package, Measure 110's \$300 million and \$600 million from the opioid lawsuit settlement and the 2024 legislative investment of \$211 million for housing, mental health and addiction services – far more than \$1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing \$72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,

**Andrew Brown**

Head Brewer

[AstoriasBrewery@gmail.com](mailto:AstoriasBrewery@gmail.com)



**From:** [Gavin Joll](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 8:26:20 AM

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You don't often get email from gavin@abacela.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, \$2.4 billion in wages, 2.3 million tourist visits and \$8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing \$72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Cheers,

Gavin Joll  
General Manager

[www.abacela.com](http://www.abacela.com)

Work [REDACTED]

Mobile [REDACTED]



**From:** [Amanda Benson](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 8:06:58 AM

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You don't often get email from [carrollamj@hotmail.com](mailto:carrollamj@hotmail.com). [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, \$2.8 billion in wages and \$8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%. Not only does this directly affect brewery and affiliated industries, but the tourism that this attracts that supports hospitality industries as well.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's \$470 million behavior health package, Measure 110's \$300 million and \$600 million from the opioid lawsuit settlement and the 2024 legislative investment of \$211 million for housing, mental health and addiction services – far more than \$1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing \$72 million is twice as much as what the state receives from beer and wine taxes per biennium.

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Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,  
Amanda Benson

**From:** [Bryan Weil](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 7:46:16 AM

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You don't often get email from [bweil@vinovatewineservices.com](mailto:bweil@vinovatewineservices.com). [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, \$2.4 billion in wages, 2.3 million tourist visits and \$8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing \$72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Thanks,  
Bryan Weil  
Managing Partner/Winemaker  
Vinovate Wine Services  
Ambar Estate

**From:** [Jason Hansen](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 7:38:37 AM

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You don't often get email from [jhansen@vonebertbrewing.com](mailto:jhansen@vonebertbrewing.com). [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, \$2.8 billion in wages and \$8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's \$470 million behavior health package, Measure 110's \$300 million and \$600 million from the opioid lawsuit settlement and the 2024 legislative investment of \$211 million for housing, mental health and addiction services – far more than \$1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing \$72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

This bill will directly affect my employment and that of my colleagues in the industry. Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,  
Jason Hansen  
Director of Sensory and Innovation  
Von Ebert Brewing

**From:** [Jeremy Zollman](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 7:16:56 AM

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You don't often get email from [jeremy@claim52brewing.com](mailto:jeremy@claim52brewing.com). [Learn why this is important](#)

HB 3610 task force and Oregon lawmakers,

Thank you for taking the time to review this letter along with the many others being sent to you this week.

The craft beer industry has been an integral part of Oregon culture for decades and we take a great deal of pride in our role as creators of jobs and products that Oregonians love. In addition to making world-class beverages which give Oregon an excellent reputation, we contribute significantly to our local communities through fundraising and other activities to benefit our friends, families and the environment.

While it is important to consider and investigate various approaches to addiction issues which impact our community, additional taxes on products to which people may become addicted, is likely to produce undesirable results. Various factors have made it increasingly difficult for Oregon breweries to survive, let alone grow, in recent years and adding to those burdens would be the straw that breaks the brewers back in many cases.

We respect the responsibility that you bear as you work to keep Oregon the best state in the country on behalf of your constituency. In doing so, we simply ask that you partner with us in deriving plans to address concerns like addiction so that the benefits outweigh the costs.

Best regards,

Jeremy Zollman, General Manager

**From:** [Ben Miller](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 7:16:39 AM

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You don't often get email from [ben@lachouettevineyard.com](mailto:ben@lachouettevineyard.com). [Learn why this is important](#)

I agree with the statements below. We need to spend money already identified for alcohol related illnesses. The Oregon Health Authority has plenty of money to do this and can't account for 76 million dollar? Incredible. I'm a physician and see so much waste. The answer isn't another tax that will hurt small businesses like us. We aren't making a profit yet, and this will just be one more place making it harder.

"Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, \$2.4 billion in wages, 2.3 million tourist visits and \$8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing \$72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same. "

Cheers,

Ben & Michelle Miller

*Ben Miller  
Proprietor*



*Jefferson OR 97352  
[lachouettevineyard.com](http://lachouettevineyard.com)*

**From:** [Alex Sokol Blosser](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 7:10:12 AM

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You don't often get email from alex@sokolblosser.com. [Learn why this is important](#)

To whom it may concern:

I am strongly against a tax increase that specifically targets the Oregon Wine industry. I have heard that the group brought together under HB 3610 by Rep. Tanya Sanchez was purely meant to rubber stamp her strong desire to raise taxes on wine to the level that it breaks our industry.

When consumption and sales of wine are already in decline across Oregon, the US, and the world, raising taxes now would add insult to injury.

Sincerely,

Alex

**Alex Sokol Blosser | President**  
**Sokol Blosser Winery | Evolution Wines**

████████████████████ Dayton, OR 97114

| main: ██████████ | Text: ██████████

[sokolblosser.com](#) | [evolutionwine.com](#)

[@sokolblosser](#) | [@evolutionwines](#)

**From:** [Robin Smith](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 6:58:33 AM

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You don't often get email from geonuclaw@gmail.com. [Learn why this is important](#)

If the Task Force is considering recommending imposing a tax on alcohol purchases at the retail level, I urge members not to do so. Do it at the wholesale level - retailers can then pass on costs to their customers. I don't think it wise to impose a burden for retailers to collect tax from customers where there is presently no requirement. But I support increased taxes on wholesalers to help fund alcohol treatment programs. Just please, don't fund religious-based organizations such as AA. Thank you.

**From:** [Samuel Pecoraro](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 6:25:12 AM

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You don't often get email from [specoraro@vonebertbrewing.com](mailto:specoraro@vonebertbrewing.com). [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,  
Oregon's more than 300 breweries help create 50,000 jobs, \$2.8 billion in wages and \$8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

The brewery that me and my coworkers love and work so hard for had to close two of our locations this year. Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive, not a slap in the face. This tax would put further financial pressure on an already fragile industry that employs so many Oregonians.

Oregon's fentanyl problem is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's \$470 million behavior health package, Measure 110's \$300 million and \$600 million from the opioid lawsuit settlement and the 2024 legislative investment of \$211 million for housing, mental health and addiction services – far more than \$1 billion in new funding. OHA presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing \$72 million is twice as much as what the state receives from beer and wine taxes per biennium. Let's focus on fixing the real problem. This misguided tax increase would negatively affect an entire ecosystem – from hospitality and manufacturing to agriculture.

If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. An ECONorthwest report commissioned by OHA, showed new taxes are a proven ineffective tool to control problem consumption. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Sam Pecoraro  
Brewmaster

**From:** [Tom S Cook](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 4:13:29 AM

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You don't often get email from [tscook@vonebertbrewing.com](mailto:tscook@vonebertbrewing.com). [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, \$2.8 billion in wages and \$8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%. Unfortunately my brewery, Von Ebert had to close down two of our locations this year, both were results of falling foot traffic in the city of Portland and this tax would put further financial pressure on an already fragile industry that employs so many Oregonians.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's \$470 million behavior health package, Measure 110's \$300 million and \$600 million from the opioid lawsuit settlement and the 2024 legislative investment of \$211 million for housing, mental health and addiction services – far more than \$1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing \$72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD

programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

I look forward to Oregon lawmakers doing the right thing for Oregon and opposing HB 3610.

Thank you,

Tom S Cook  
Founder  
Von Ebert Brewing



**From:** [Roger Wood](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610  
**Date:** Thursday, September 26, 2024 8:36:54 AM

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You don't often get email from roger@binarybrewing.co. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,  
As you know, Oregon's craft brewing industry generates millions of dollars and thousands of jobs in our state. These jobs include not only brewery and taproom employees, but hop growers, grain farmers, and many more.

While current excise taxes are low, Oregon has appropriated millions of dollars from other sources to address addiction issues -- and has fumbled the ball badly. As I understand it, OHA has misplaced over \$72 million, which is way more than current alcohol excise taxes bring in. So step 1: fix your house before putting a lien on mine.

From a personal standpoint as a small brewery owner HB3610 would be disastrous. It would force me out of business, full stop.

I currently employ 8 people in Beaverton and produce just under 500 barrels per year. My margins are razor thin to negative. The new tax rates envisioned in HB6310 will put me so far under water that I will have to close business, robbing employees of their livelihood and Beaverton of its only local brewery. A key element of the downtown resurrection will be gone.

Please vote against HB6310 and focus addiction services attention on improving the efficiency and efficacy of currently funded programs instead,.

regards  
Roger Wood  
Binary Brewing Co  
Beaverton OR

~~~~~o+=  
Roger Wood
Head Brewer
binarybrewing.co
~~~~~o+=

**From:** [Spider City Brewing](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610  
**Date:** Thursday, September 26, 2024 8:35:07 AM

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You don't often get email from info@spidercitybrewing.com. [Learn why this is important](#)

Oregon's more than 300 breweries help create 50,000 jobs, \$2.8 billion in wages and \$8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Our hospitality industry is hurting and hurting in a big way.

Since last year draft beer sales are down nearly 30%, Oregon's hop harvest is down 18% and craft beer sales as a whole are down more than 2%”

Revenue and taxation of (beer \$8.7 billion, wine \$7.19 billion, cider \$300 million, spirits \$2 billion) is the third largest source of revenue for the state. Yet only 3% of that revenue goes toward funding mental health and drug addiction recovery and treatment.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers.

Oregon spends more on drug addiction recovery and prevention than 75% of other states.

They have asked beer, wine and cider to pay for all treatment including the fentanyl epidemic and meth epidemic that has plagued our state. The taskforce chair kept gambling addiction and other non-alcohol recovery elements separate from the discussion.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. We need certainty and stability in our tax code, not more taxes. Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers.

Oregon's restaurants, beer bars, taverns, movie theaters, hotels and tourism in general have continued to see headwinds since COVID. Recovery advocates do not understand how hard it is for small businesses in the sector.

Oregon has been known for beer, wine and cider on an International level and is a key part of Oregon's identity. Imagine Oregon with no IPA or Pinot!

SCBC

**From:** [Eric Ebel](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB3160 comments  
**Date:** Thursday, September 26, 2024 6:45:21 AM

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You don't often get email from eebel@vonebertbrewing.com. [Learn why this is important](#)

Sorry, I put the wrong title in my original email. Please see below! Thanks!

Eric Ebel  
Director of Brewing Operations  
Von Ebert Brewing Co.

**Pearl Brewery**

██████████ Portland OR, 97209

**Glendoveer Brewery**

██████████ Portland OR, 97230

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**From:** Eric Ebel  
**Sent:** Thursday, September 26, 2024 7:42:46 AM  
**To:** [OLCC.Communications@olcc.oregon.gov](mailto:OLCC.Communications@olcc.oregon.gov) <[OLCC.Communications@olcc.oregon.gov](mailto:OLCC.Communications@olcc.oregon.gov)>  
**Subject:** Oregon Craft Beer

Dear HB 3610 Task Force and Oregon Lawmakers,

I have been a part of Portland's craft beer scene for over 13 years now. Oregon's more than 300 breweries help create 50,000 jobs, \$2.8 billion in wages and \$8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's

because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's \$470 million behavior health package, Measure 110's \$300 million and \$600 million from the opioid lawsuit settlement and the 2024 legislative investment of \$211 million for housing, mental health and addiction services – far more than \$1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing \$72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Thank you,

Eric Ebel  
Director of Brewing Operations  
Von Ebert Brewing Co.

**Pearl Brewery**

██████████ Portland OR, 97209

**Glendoveer Brewery**

██████████ Portland OR, 97230

**From:** [Ben Kehs](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB3610 comments  
**Date:** Thursday, September 26, 2024 7:36:03 AM

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You don't often get email from bkehs@deschutesbrewery.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, \$2.8 billion in wages and \$8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's \$470 million behavior health package, Measure 110's \$300 million and \$600 million from the opioid lawsuit settlement and the 2024 legislative investment of \$211 million for housing, mental health and addiction services – far more than \$1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing \$72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,

Ben Kehs

**From:** [REDACTED]  
**To:** [OLCC,Communications \\* OLCC](#)  
**Subject:** new tax  
**Date:** Thursday, September 26, 2024 9:00:47 AM

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You don't often get email from donnie@cruxfermentation.com. [Learn why this is important](#)

You guys have enough money to pay for all the vagrants and junkies in this state. You don't need any more tax dollars, use that money!! It is not my job as a white so called middle class male to keep paying for this while it is just making the working class poor. F you guys and all you do

--

Donnie Helfenstein  
maintenance tech  
cell: [REDACTED]  
[REDACTED] [REDACTED]



**From:** [Eric Ebel](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** Oregon Craft Beer  
**Date:** Thursday, September 26, 2024 6:43:02 AM

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You don't often get email from eebel@vonebertbrewing.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

I have been a part of Portland's craft beer scene for over 13 years now. Oregon's more than 300 breweries help create 50,000 jobs, \$2.8 billion in wages and \$8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's \$470 million behavior health package, Measure 110's \$300 million and \$600 million from the opioid lawsuit settlement and the 2024 legislative investment of \$211 million for housing, mental health and addiction services – far more than \$1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing \$72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is

squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Thank you,

Eric Ebel  
Director of Brewing Operations  
Von Ebert Brewing Co.

**Pearl Brewery**

██████████ Portland OR, 97209

**Glendoveer Brewery**

██████████ Portland OR, 97230

**From:** [Michele Lish](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** Do NOT Support HB 3610  
**Date:** Thursday, September 26, 2024 10:33:16 AM

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You don't often get email from michelelish@gmail.com. [Learn why this is important](#)

The beverage and food service industries are still recovering from the devastation due to COVID 19 mandated closures. Many businesses are still understaffed, and many had to close their doors. Those closures include long-time breweries and restaurants with liquor licenses. Everyone is experiencing the impact of inflation from grocery products, to general goods and services to just about everything we buy. I believe in giving people a fair wage, but any tax increase to the alcohol industry will be passed on to the consumer, and might even negatively impact wages. This is a horrible time to add to that burden by adding an excise tax to an already highly taxed industry. It all trickles down and impacts all aspects of a business in this realm as well as employees and consumers. It is a bad idea to do this at this time. Wait a year or two when the economy might be more stable instead of burdening everyone with more inflation costs.

Michele Lish  
Resident of Portland, OR

**From:** [Erin Grey Kemplin](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** Don't Tax My Drink  
**Date:** Thursday, September 26, 2024 9:16:01 AM

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You don't often get email from [ekemplin@vonebertbrewing.com](mailto:ekemplin@vonebertbrewing.com). [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, \$2.8 billion in wages and \$8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's \$470 million behavior health package, Measure 110's \$300 million and \$600 million from the opioid lawsuit settlement and the 2024 legislative investment of \$211 million for housing, mental health and addiction services – far more than \$1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing \$72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,

Erin Grey Kemplin  
Director of Sales  
**Von Ebert Brewing**  
C: [REDACTED]

**From:** [Amelia Dobbles](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 10:54:53 AM

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You don't often get email from [amelia@flaneurwines.com](mailto:amelia@flaneurwines.com). [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

As a stakeholder in my family's winery and deeply rooted and working for multiple wine brands in the Willamette Valley, I am incredibly invested in the success of our state's wine industry. I am deeply concerned about the potential tax increases proposed under HB 3610. The wine industry in Oregon, made up mostly of small, family-owned businesses, is already facing unprecedented challenges. A tax increase at this time would significantly threaten our ability to survive.

Over the past few years, we've experienced a decline in wine sales, fewer visitors to our tasting rooms, and increased costs due to labor, natural disasters, and supply chain disruptions. These pressures have left already thin margins even more precarious. Adding additional tax burdens will only amplify these difficulties, pushing many local wineries to the brink of closure.

Oregon's wine industry is not just a part of our state's cultural identity, it is a significant contributor to the economy—generating 50,000 jobs, \$8 billion in economic activity, and attracting millions of tourists annually. Increasing taxes on small wineries will put that success at risk.

Furthermore, the Oregon Health Authority has been unable to account for \$72 million in funding for substance use disorder (SUD) programs. This missing amount is more than double what the state receives from wine and beer taxes per biennium. Before increasing taxes, the state should focus on better managing existing resources and ensuring transparency and accountability.

Raising taxes will not address the underlying issues affecting our state, but it will harm the businesses that are the backbone of Oregon's wine industry. I urge lawmakers to oppose any increases to the wine privilege tax and support the long-term stability of Oregon's wineries.

Thank you for your consideration.

*Cheers,*

**Amelia Dobbles**

Director of Marketing | *Flâneur Wines*

████████████████████ Carlton, OR 97111

[amelia@flaneurwines.com](mailto:amelia@flaneurwines.com)

W: ██████████ | M: ██████████



**From:** [Julie Flint](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 10:40:22 AM

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You don't often get email from oregonbeveragealliance@gmail.com. [Learn why this is important](#)

Dear HB 3610 Task Force Members and Oregon Legislators,

The Oregon Health Authority (OHA) continues to provide misleading data to the public, media and lawmakers which shapes Oregon's addiction narrative. OHA does not know whether money spent on behavioral health has made a difference because OHA does not track the money after it is spent or hold providers accountable, but they are not shy about asking for billions more. Unfortunately, mismanagement of funds is only one of OHA's major missteps in the behavioral health space. OHA must be held accountable for the misinformation it shares.

Since 2022, OHA has told lawmakers and media that "Oregon ranks last in access to recovery services and has the second worst addiction rates in the nation." This statement is false. The data the statement relied upon was **retracted** by National Survey of Drug Use and Health (NSDUH). Further, the NSDUH data is not supposed to "rank" states but rather allow a state to measure its own progress because the **data cannot be used to make apples to apples (direct) comparisons**. Yet, hundreds of media articles and many legislative hearings have repeated this statement.

Similarly in 2022, OHA pushed a false narrative that Oregon's drug addiction rates spiked during the pandemic, citing the 2019-2020 National Survey of Drug Use and Health, which the federal government retracted. On its website, the Substance Abuse and Mental Health Services Administration, which issues the national survey clearly stated, "**State estimates for these years are no longer available due to methodological concern.**" Despite this being brought to the attention of OHA officials, **OHA continues to cite the retracted data in hearings before lawmakers and media.**

Today, we're told Oregon is desperately in need of addiction recovery capacity. OHA has presented data that Oregon is 49% underserved by our current capacity and that 3,800+ more recovery beds are needed. **Yet, OHA has never performed a physical check on recovery capacity. OHA does not have any data about the utilization rates of existing beds, patient wait times or Oregon Health Plan patient capacity vs. private insurance capacity.** The OHA claim that we lack capacity is based on the Gap Analysis Report. The Gap Analysis did not look at our actual usage rates. **The Gap Analysis is only a theoretical estimate calculated using NSDUH's retracted survey data.**

Now, based on the Gap Analysis and OHA's [Substance Use Disorder Financial Analysis](#), OHA has proposed Oregon needs nearly \$7 billion to treat drug and alcohol abuse. **Yet today, Oregon spends more on addiction recovery and prevention than 75% of other states (ranked 14<sup>th</sup> in spending).** And that was before passage

of 2021's \$470 million behavior health package, Measure 110's \$300 million, \$330 million from the opioid lawsuit settlement and the 2024 legislative investment of \$211 million for housing, mental health and addiction services – that's more than \$1 billion in new funding in the past few years. **OHA's request for \$7 billion more dollars would mean Oregon would spend nearly 10-times more than any other state per capita.**

**Further, OHA cannot account for \$72 million from 2021-2023. Out of \$1 billion spent on SUDs in the last biennium, OHA can't account for 7%.**

**OHA is also not tracking, evaluating or otherwise measuring the record behavioral health dollars spent. OHA has no methods to evaluate addiction recovery services usage or whether dollars are going to legitimate, licensed providers with proven success records.**

OHA continues to perpetuate a false narrative, vilifying the moderate consumption of alcohol. In 2021, because it did not like the conclusion, OHA officials withheld a publicly funded [report](#) from lawmakers and the public that contradicted its own position that raising alcohol tax would curb excessive drinking. Meanwhile, OHA repeatedly cited to lawmakers in hearings and media an interim summary of the same report that only included parts supporting its position on increasing alcohol taxes. When confronted by [media](#) in 2024, OHA continued to lie to lawmakers and journalists.

We need to work together to ensure resources are deployed in a coordinated fashion on evidence-based treatments with accountability over OHA and providers. Oregon's beverage sector cares deeply about our community, which is why we invest and create jobs in Oregon. And for this reason, we ask that you hold OHA accountable for the information they are providing to you and to the public. We'd welcome the opportunity to discuss this information with you to ensure lawmakers and the public have a full and accurate picture of addiction in Oregon so that we can make informed decisions. We should not increase beer, wine or cider taxes to fund a dysfunctional agency.

Sincerely,  
Oregon Beverage Alliance

**From:** [Ben Parsons](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 10:39:41 AM

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You don't often get email from ben@baerlicbrewing.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, \$2.8 billion in wages and \$8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's \$470 million behavior health package, Measure 110's \$300 million and \$600 million from the opioid lawsuit settlement and the 2024 legislative investment of \$211 million for housing, mental health and addiction services – far more than \$1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing \$72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,

--

Ben Parsons

President/Janitor

**Baerlic Brewing Co.**

2017 Small Brewery of the Year - *Oregon Beer Awards* AND

2018 Mid-Size Brewery of the Year - *Oregon Beer Awards*

**From:** [Matthew Ward](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 10:20:23 AM

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You don't often get email from odihnson@gmail.com. [Learn why this is important](#)

I am writing to express my concerns over proposals that I believe will have a very detrimental effect upon the local Oregon beer industry and as a consequence Oregon tourism and economics in general.

I have been a Oregon resident for all my 55 years on this earth and was lucky enough to work in the beer industry when it was first really blossoming in the late 1980's and witnessed first hand its growth both as an art and as a very important contributor to the culture, economy and image of Oregon.

Over the years Oregon became internationally well respected for what was being achieved here in terms of the renaissance of brewing we had achieved.

While it has been decades since I have been involved in working at a brewery here, I have continued to watch as our brewing culture has gone from a golden time to the current struggles the industry is having post pandemic.

Many well known and loved breweries have had to close due to rising costs associated with just about every aspect of the venture. As a consumer it worries me as well.

While also pivoting to acclimate to different tastes and interests of the public. It seems to be a difficult time to be in the industry.

The proposed tax increase put forth in HB 3610 could cause irreparable damage to the industry and in turn damage the economy of Oregon as a whole. As a beer enthusiast and consumer any more pricing increases into a pint at the local pub, brewery or restaurant may well make this out of reach in the future.

Which is a shame, beer is considered historically a beverage of the people and shouldn't be made into a high income bracket treat for the rich in my opinion.

While the need for treatment and recovery programs to treat alcohol abuse (as well as drug abuse and gambling) are definitely needed in the State as they are in every State, this tax is not the way to fund those. It would ultimately cripple a respected and important industry that is enjoyed responsibly by the majority of Oregonians.

I am thankful for the opportunity to voice my thoughts on this, and thank you all for the work you do.

Thank you,

Matthew Ward

**From:** [Jennifer Henry](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 10:11:40 AM

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You don't often get email from winery@seasoncellars.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, \$2.4 billion in wages, 2.3 million tourist visits and \$8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing \$72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Cheers,  
C. Scott Henry IV  
Season Cellars  


**From:** [Casey Helwig](#)  
**To:** [OLCC,Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 10:11:37 AM

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You don't often get email from casey@imperialyeast.com. [Learn why this is important](#)

Dear HB3610 Task Force and Oregon Lawmakers,

I am an employee at Imperial Yeast, we supply the brewing industry with yeast - a vital part of the beer-making process. We are proud to be an Oregon-based company and are immersed in the local brewing industry, Oregon breweries make up a significant part of our overall customer base.

We see firsthand how hard the over 300 small business breweries work every day; contributing to Oregon's economy, employing local citizens, and providing them and their families with livable wages, access to health care, and retirement benefits. Folks in the brewing industry have hard-won widespread access to these basics and the proposed increases to beer tax will cripple a booming industry that contributes millions to our Oregon economy and worse still, will threaten thousands of Oregonian's jobs and benefits.

Let's be honest, beer is not the problem here. Fentanyl is the problem and asking small, local, businesses to financially contribute more to a problem they are not responsible for is irresponsible. Beer, wine, and spirits contribute over \$8 billion in tax revenue to the state, and yet, only 3% of those funds go toward addiction services. I ask you today to consider reallocating those funds rather than increasing taxes and crippling an industry that contributes so much to Oregon's economy and culture.

I support Oregon lawmakers in their endeavor to end the drug addiction crisis in our state. However, I disagree that raising taxes on the beer industry is the answer to this crisis.

Sincerely,  
Casey Helwig, proud Oregonian

--



**Casey Helwig** | Sales Manager (She/Her)

 | Portland, OR 97230

[casey@imperialyeast.com](mailto:casey@imperialyeast.com)

[Instagram](#) | [YouTube](#) | [Facebook](#)

**From:** [Joe Pucci](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 10:01:10 AM

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You don't often get email from joe@wayfinder.beer. [Learn why this is important](#)

Hello HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, \$2.8 billion in wages and \$8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's \$470 million behavior health package, Measure 110's \$300 million and \$600 million from the opioid lawsuit settlement and the 2024 legislative investment of \$211 million for housing, mental health and addiction services – far more than \$1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing \$72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Best,

Joe

--

Joe Pucci  
Sales Manager  
Wayfinder Beer  


**From:** [Jennifer Henry](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 9:57:20 AM

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You don't often get email from winery@seasoncellars.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, \$2.4 billion in wages, 2.3 million tourist visits and \$8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing \$72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Cheers,

Jennifer Henry  
Season Cellars



**From:** [Sam Klecker](#)  
**To:** [OLCC,Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 9:45:27 AM

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You don't often get email from [sklecker@deschutesbrewery.com](mailto:sklecker@deschutesbrewery.com). [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

I am an employee of Deschutes Brewery since last year. This is my first job in the beer industry and it's been a real blessing for my family. Since working for Deschutes, my family and I have been able to get vision and dental insurance for the first time in over 10 years. The craft beer industry has been struggling for years, and if this tax increase goes into effect, my company may be forced to get rid of some of these incredible benefits we receive. In addition to those benefits, my son and I receive health insurance through Deschutes. My son was diagnosed with Autism earlier this year, and our insurance helps pay for his many appointments and therapies. He is also on secondary OHP insurance, which we are very grateful for, but if I lose my health insurance then we will have to rely on OHP as his only option. This will obviously use more of the state's healthcare funding, which could be used by others who are in need.

This industry is so important to our state's and Bend's tourism industry as well. Beer is a part of our identity. But considering how many breweries have already had to close due to covid, cost inflation, and the struggling industry overall, this tax increase would put an undue hardship on many businesses which already provide so much for our state's economy. 50,000 people work for Oregon's breweries and could risk losing their jobs. That won't help the economy, and I have to assume that people are more likely to turn to drugs when they face such hardships, which would obviously exacerbate our drug problem.

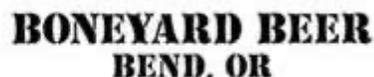
Please don't punish amazing businesses like Deschutes who have nothing to do with the state's drug problems.

Thank you,

**Sam Klecker** | She, Her | *Accounts Payable*

[sklecker@deschutesbrewery.com](mailto:sklecker@deschutesbrewery.com)

[REDACTED] | Bend, OR 97702



**From:** [Sara Szymanski](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Cc:** [Jarek Szymanski](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 9:43:45 AM

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You don't often get email from sara@threshold.beer. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

I and my husband Jarek own and operate a small neighborhood brewery and pub in the Portland SE Montavilla neighborhood, Threshold Brewing. This is our dream venture and we opened our doors in January 2019 with some small business loans and all of our assets as collateral. It's been the hardest thing we've ever done to keep the doors open, but we've successfully managed to survive a pandemic and employ 6 people - although we've never taken home a paycheck ourselves. Clearly we don't do this for the money - we sincerely do this for the love of the community our business brings together, whether it's the bluegrass community jam sessions that happen each Saturday in the taproom, our Tuesday night Run Club with over 20 people consistently showing up to run a 5k together, regular fundraisers for local nonprofits, or the Polish community that has found their food and culture within our doors. My husband/co-owner is Jarek Szymanski, he originally came to the states from Poland on a work visa in the tech industry - and then won a green card! Having the platform to share Polish food and beer styles is unique in Portland and has been very much welcomed.

With all of that goodness, the fact is that this is a very very tough industry to financially navigate. You can't imagine how stressful every month is as we work overtime and even second jobs to pay the bills and lease and payroll, not to mention our own mortgage and personal expenses. Since we began in 2019, costs all around (ingredients, gas, insurance, lease, misc fees, literally everything) have risen significantly while consumer spending and folks going out for a beer or a bite is still down from the pandemic - just those 2 things combined mean our profit margins are beyond thin.

The proposed tax increases would literally cripple and put us out of business, it's as simple as that. While alcoholism is a serious and expensive problem for the state, there must be a way to address it without summarily executing Oregon's small businesses and breweries. We are a part of Oregon's culture, a draw for tourism and the vast majority of us existing in the financial constraints as I've described.

Below are the real numbers and facts behind our own personal experience. Please don't push through a bill that will create so many casualties in an industry of extremely hard working, smart and dedicated individuals.

Oregon's more than 300 breweries help create 50,000 jobs, \$2.8 billion in wages and \$8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive.

And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's \$470 million behavior health package, Measure 110's \$300 million and \$600 million from the opioid lawsuit settlement and the 2024 legislative investment of \$211 million for housing, mental health and addiction services – far more than \$1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing \$72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Sincerely,

Sara and Jarek Szymanski

Sara Szymanski

**Owner**

**Threshold Brewing & Blending**

██████████  
Portland, OR 97215

[www.threshold.beer](http://www.threshold.beer)



**From:** [Timothy Moore](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 9:36:36 AM

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You don't often get email from tim@macwines.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, \$2.4 billion in wages, 2.3 million tourist visits and \$8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing \$72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Cheers,

Tim Moore

**From:** [James Kuefler](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 9:36:10 AM  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[image003.png](#)  
[image004.png](#)  
[image005.png](#)  
**Importance:** High

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You don't often get email from [jkuefler@deschutesbrewery.com](mailto:jkuefler@deschutesbrewery.com). [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

I am an employee at Deschutes Brewery for the past 3 years. Working for this company has been an opportunity that I never thought possible. Being a huge fan of craft beer an opportunity to work in the industry for a brand that makes such great beer was something that I couldn't pass up. I make a salary that is respectable for the cost of living. The benefits offered here include dental, vision, health insurance that includes access to mental and addictive services that are the focus of the taskforce. Since starting to work for the brewing industry I didn't realize how tough the current craft beer market has become and how much financial stress companies like Deschutes and all other breweries have been struggling to overcome. The taskforce did not seem to cover the fact that breweries have smaller margins then retail or other revenue sources and that with supply chain and other costs of doing business continuing to rise, there is no room for further taxing our products and if imposed could force our company to have to lose some of those benefits potentially forcing me and my family into the Oregon Health Plan. Breweries already pay more in taxes per beer then 75% of other states including our neighboring states. Increasing the tax would likely lead to another round of layoffs which we have experienced too many times in the past 5 years, or our company would likely having to cut benefits offered and would not be able to increase wages again this year to match the cost of the living increases.

Please do not tax us out of our benefits!

**James Kuefler** | Accounting Manager

Deschutes Brewery® | He, Him, His [REDACTED]



**From:** [Andy Rhine](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 9:35:50 AM

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You don't often get email from andy@cascadelakes.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

**Oregon's more than 300 breweries help create 50,000 jobs, \$2.8 billion in wages and \$8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic.** That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

**Oregon's breweries are facing major challenges.** Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's \$470 million behavior health package, Measure 110's \$300 million and \$600 million from the opioid lawsuit settlement and the 2024 legislative investment of \$211 million for housing, mental health and addiction services – far more than \$1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing \$72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. **I oppose raising Oregon's beer taxes and you should too.**

Sincerely,

Andy Rhine | Owner

Cascade Lakes Brewing Co.

**From:** [Shari Levinson](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 9:01:33 AM

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You don't often get email from shari.levinson@coldist.com. [Learn why this is important](#)

I am writing to let you know I firmly oppose the proposed tax increase to Oregon's beer, wine and cider taxes.

If there is overwhelming evidence that shows alcohol taxes are an ineffective tool to control alcohol consumption why would the state increase taxes. Wouldn't it be a much better use of money and resources to provide better oversight and measurement of success to the monies already being used to address addiction treatment and prevention services? How can you throw more money and something that is currently not managed or measured?

In addition, if alcohol and addiction treatment and prevention is a priority then why do we not allocate more of the budget to support this important issue.

I am happy to pay my share of taxes but not when there is no oversight to how the funds are being used and the success of the programs they are supporting.

Thank you.

Shari Levinson

Shari W. Levinson  
Vice President of Finance  
Columbia Distributing  
Office: [REDACTED] | Cell: [REDACTED] | [shari.levinson@coldist.com](mailto:shari.levinson@coldist.com)  
[www.coldist.com](http://www.coldist.com)

Join us on [Facebook](#) and [Instagram](#) for fresh brews, beverage news and community events!



**From:** [Peter Shea](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments.  
**Date:** Thursday, September 26, 2024 9:09:03 AM

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You don't often get email from peter@sheawinecellars.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's wine industry is vital to the state's economy, generating 50,000 jobs, \$2.4 billion in wages, 2.3 million tourist visits, and \$8 billion in annual economic activity. However, Oregon's wineries and vineyards are facing significant challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority has reported it cannot account for \$72 million in spending on substance use programs. That missing \$72 million is twice as much as what the state receives from wine and beer taxes per biennium.

Our focus should be on improving the management of existing resources before imposing further taxes that would harm already struggling businesses. Consumers in Oregon have stated over and over in surveys and measure votes that they are not interested in increased costs for the goods they purchase. We need stability in the tax code and support for our world class wineries and wine grape growers.

I strongly oppose any increase in Oregon's wine privilege tax and urge your opposition as well.

Peter Shea  
Shea Wine Cellars  
[peter@sheawinecellars.com](mailto:peter@sheawinecellars.com)

Winery: [REDACTED]  
Cell: [REDACTED]

Winery Address: [REDACTED] Newberg, OR 97132

**From:** [Marc Rogers](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Task Force and Oregon Lawmakers  
**Date:** Thursday, September 26, 2024 9:41:09 AM  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[image003.png](#)  
[image004.png](#)  
[image005.png](#)

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You don't often get email from mrogers@deschutesbrewery.com. [Learn why this is important](#)

Hello HB 3610 Task Force and Oregon Lawmakers,

I am writing to express my deep concern regarding the proposed increase in excise taxes for beer in Oregon. As a dedicated employee of Deschutes Brewery for over 27 years, I have witnessed firsthand the challenges our industry faces.

Currently, our margins are at an all-time low due to many external impacts including rising raw material costs and the increasing expenses associated with providing benefits to our over 400 employees. An additional tax burden would significantly impact our ability to sustain operations and continue contributing to the local economy as we have done over the years.

Deschutes Brewery has been a proud part of the Oregon community, providing jobs, supporting local suppliers, and contributing to the state's reputation for high-quality craft beer. However, the proposed tax increase threatens our ability to maintain these contributions.

We urge you to consider the broader implications of this tax increase on local businesses like ours. The craft beer industry is a vital part of Oregon's identity and economy, and additional financial strain could lead to job losses and reduced economic activity.

Beer is not only a cornerstone of Oregon's economy but also a significant part of our cultural identity. The brewers, owners, farmers, front of house staff and countless more behind this industry, including those at Deschutes Brewery, need your support now more than ever. I urge you to oppose any tax increases on Oregon's beer industry.

Cheers,

**Marc Rogers** | CONTROLLER

Deschutes Brewery® | 



**From:** [A. Rob Lutz](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Task Force  
**Date:** Thursday, September 26, 2024 10:58:20 AM  
**Attachments:** [image001.png](#)  
[HB 3610 Task Force Letter Signed.pdf](#)

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You don't often get email from [rob@stormbreakerbrewing.com](mailto:rob@stormbreakerbrewing.com). [Learn why this is important](#)

Hi OLCC Team,

Please see our attached letter outlining the harm of the excise tax increase would have on the Oregon beer industry .

We greatly appreciate you taking the time to read our letter and your support.

Rob Lutz  
Owner/Brewer  
StormBreaker Brewing

██████████  
Portland, OR 97227

██████████  
[rob@stormbreakerbrewing.com](mailto:rob@stormbreakerbrewing.com)



Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's brewing industry, which boasts over 300 breweries, is a vital component of our state's economy. This dynamic sector supports approximately 50,000 jobs, contributes \$2.8 billion in wages, and generates \$8.7 billion in economic activity annually. Yet, this industry is currently facing significant challenges, having lost nearly 50 breweries, brewpubs, and taprooms in the past two years. The situation has been worsened by a sharp decline in draft beer sales, a 30% reduction in Oregon's hop harvest, and at least a 2.1% decrease in craft beer production.

Local breweries like ours are struggling with numerous pressures, including rising costs due to inflation, supply chain disruptions, and a shortage of employees—all compounded by the ongoing effects of the pandemic. We have done our best to adapt to the rising costs of utilities, the additional payroll expenses experienced with Oregon Paid Leave and to balance lower take home pay with the rising costs of raising a family in Portland.

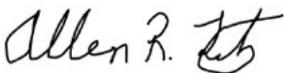
StormBreaker Brewing has been open for almost 11 years and we are facing by far and away the most challenging time in my 20+ years in the industry. Even 2020 was not as difficult as what we have been up against in the last few years. We employ almost 40 brewers, cooks, servers, salespeople and delivery staff. This is my livelihood, and I am not an independently wealthy brewery owner. I have a family of 4 with two young daughters that StormBreaker helps support. Any further increases in the cost to operate will be a potential nail in the coffin for not only StormBreaker Brewing, but many of my friends in the industry. Not limited to just breweries but also the bars and restaurants who purchase our product and can't absorb anymore increases in cost.

Having a number of friends and family that have struggled with addiction, I deeply understand its impact on a family. It's crucial to address the fentanyl crisis correctly statewide and with great care. We need to do so however without blaming alcohol or claiming a lack of funding is the issue. The real problem seems to be with the Oregon Health Authority (OHA) and how it handles drug addiction services. Oregon already invests heavily in addiction recovery and prevention—more than 75% of other states. We've put over \$1 billion into these efforts, including \$470 million from the 2021 behavioral health package, \$300 million from Measure 110, \$600 million from the opioid lawsuit, and an additional \$211 million in 2024 for various support services. Yet, OHA has lost track of \$72 million in its substance use disorder programs, which is more than twice what Oregon earns from beer and wine taxes every two years.

If we truly want to prioritize substance use disorder funding, we need to look at reforming how money is managed and spent, not just adding more taxes. Given OHA's problematic track record, a third-party audit of its spending is essential before any new tax increases are considered. It is crucial that taxpayer dollars are managed effectively and that the state be accountable to its taxpayers.

Beer is not only a cornerstone of Oregon's economy but also a significant part of our cultural identity. The brewers, owners, farmers, front of house staff and countless more behind this industry, including those at Leikam Brewing, need your support now more than ever. I urge you to oppose any tax increases on Oregon's beer industry.

Sincerely,



Allen Lutz

Owner, GM and Brewmaster

StormBreaker Brewing

**From:** [Rosalie Morrow](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610  
**Date:** Thursday, September 26, 2024 9:56:11 AM

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You don't often get email from [rosalie@ocbeerco.com](mailto:rosalie@ocbeerco.com). [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, \$2.8 billion in wages and \$8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's \$470 million behavior health package, Measure 110's \$300 million and \$600 million from the opioid lawsuit settlement and the 2024 legislative investment of \$211 million for housing, mental health and addiction services – far more than \$1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing \$72 million is twice as much as what the state receives from beer and wine taxes per biennium.

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Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,

Rosalie Morrow  
General Manager  
Oregon City Brewing Company  
[REDACTED]  
Oregon City, OR 97045

**From:** [Labyrinth Forge Brewing](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB3610 Comments  
**Date:** Thursday, September 26, 2024 9:17:28 AM

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You don't often get email from dylan@labyrinthforge.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's brewing industry, which boasts over 300 breweries, is a vital component of our state's economy. This dynamic sector supports approximately 50,000 jobs, contributes \$2.8 billion in wages, and generates \$8.7 billion in economic activity annually. Yet, this industry is currently facing significant challenges, having lost nearly 50 breweries, brewpubs, and taprooms in the past two years. The situation has been worsened by a sharp decline in draft beer sales, a 30% reduction in Oregon's hop harvest, and at least a 2.1% decrease in craft beer production.

Local breweries like ours are struggling with numerous pressures, including rising costs due to inflation, supply chain disruptions, and a shortage of employees—all compounded by the ongoing effects of the pandemic. We have done our best to adapt to the rising costs of utilities, the additional payroll expenses experienced with Oregon Paid Leave and to balance lower take home pay with the rising costs of raising a family in Portland.

It's crucial to address the fentanyl crisis correctly statewide and with great care. We need to do so however without blaming alcohol or claiming a lack of funding is the issue. The real problem seems to be with the Oregon Health Authority (OHA) and how it handles drug addiction services. Oregon already invests heavily in addiction recovery and prevention—more than 75% more than other states. We've put over \$1 billion into these efforts, including \$470 million from the 2021 behavioral health package, \$300 million from Measure 110, \$600 million from the opioid lawsuit, and an additional \$211 million in 2024 for various support services. Yet, OHA has lost track of \$72 million in its substance use disorder programs, which is more than twice what Oregon earns from beer and wine taxes every two years.

If we truly want to prioritize substance use disorder funding, we need to look at reforming how money is managed and spent, not just adding more taxes. Given OHA's problematic track record, a third-party audit of its spending is essential before any new tax increases are considered. It is crucial that taxpayer dollars are managed effectively and that the state be accountable to its taxpayers.

Beer is not only a cornerstone of Oregon's economy but also a significant part of our cultural identity. The brewers, owners, farmers, front of house staff and countless more behind this industry, including those at Labyrinth Forge Brewing, need your support now more than ever. I urge you to oppose any tax increases on Oregon's beer industry.

Cheers,

Dylan

**From:** [ColdFire Brewing](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB3610  
**Date:** Thursday, September 26, 2024 9:03:04 AM

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You don't often get email from [accounting@coldfirebrewing.com](mailto:accounting@coldfirebrewing.com). [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's brewing industry, which boasts over 300 breweries, is a vital component of our state's economy. This dynamic sector supports approximately 50,000 jobs, contributes \$2.8 billion in wages, and generates \$8.7 billion in economic activity annually. Yet, this industry is currently facing significant challenges, having lost nearly 50 breweries, brewpubs, and taprooms in the past two years. The situation has been worsened by a sharp decline in draft beer sales, a 30% reduction in Oregon's hop harvest, and at least a 2.1% decrease in craft beer production.

Local breweries like ours are struggling with numerous pressures, including rising costs due to inflation, supply chain disruptions, and a shortage of employees—all compounded by the ongoing effects of the pandemic. We have done our best to adapt to the rising costs of utilities, the additional payroll expenses experienced with Oregon Paid Leave and to balance lower take home pay with the rising costs of raising a family in Portland.

As a family-run business, we are proud to employ people with above minimum wage salaries. We consider ourselves a neighborhood gathering place and are constantly giving back in a myriad of ways to our community. To ensure the survival of my business, stability in the tax code is crucial. Imposing additional taxes at this juncture would only add to the difficulties we face.

I agree that it's crucial to address the fentanyl crisis correctly statewide and with great care. We need to do so however without blaming alcohol or claiming a lack of funding is the issue. The real problem seems to be with the Oregon Health Authority (OHA) and how it handles drug addiction services. Oregon already invests heavily in addiction recovery and prevention—more than 75% of other states. We've put over \$1 billion into these efforts, including \$470 million from the 2021 behavioral health package, \$300 million from Measure 110, \$600 million from the opioid lawsuit, and an additional \$211 million in 2024 for various support services. Yet, OHA has lost track of \$72 million in its substance use disorder programs, which is more than twice what Oregon earns from beer and wine taxes every two years.

If we truly want to prioritize substance use disorder funding, we need to look at reforming how money is managed and spent, not just adding more taxes. Given OHA's problematic track record, a third-party audit of its spending is essential before any new tax increases are considered. It is crucial that taxpayer dollars are managed effectively and that the state be accountable to its taxpayers.

Beer is not only a cornerstone of Oregon's economy but also a significant part of our cultural identity. The brewers, owners, farmers, front of house staff and countless more behind this industry, including those at ColdFire Brewing, need your support now more than ever. I urge you to oppose any tax increases on Oregon's beer

industry.

Cheers,

Tamara Hughes

Co-owner, ColdFire Brewing

**From:** [David Vohden](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** Oppose Excise Taxes Increases  
**Date:** Thursday, September 26, 2024 10:36:29 AM

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You don't often get email from davevohden@gmail.com. [Learn why this is important](#)

To whom it may concern:

I work for a small local brewery in Oregon City. I live and work and volunteer in this small community and am very aware of our business' impact (both good and bad) on our small town and it's inhabitants and visitors.

Craft beer is a seldom abused substance in comparison to hard drugs and hard liquor in our community. Most craft consumers are moderate and responsible drinkers and they are utilizing our facility and consuming our products as a means to building strong relationships with their family and friends and community. The advocates for better addiction services in our community are directing their attention on the wrong businesses - small local craft beer producers.

If you increase our excise taxes dramatically as the radical activists propose, you'd be harshly punishing small businesses and individual tax-paying citizens like me.

Where are the increased taxes or laws concerning fentanyl produced and promoted by the Sacklers with complete impunity?? You want to damage my livelihood, while these destructive criminals protect their enormous wealth through lobbying and cheating the legal system with bankruptcy loopholes? It's inconsistent and insulting that you would even consider attacking local businesses, while our government does nothing about the actual addiction crises destroying lives in our state.

It's a very clear choice:

Oppose the dramatic increase of excise taxes on craft beer produced in our state.

Oppose religiously-derived radical views on alcohol consumption. Keep religion out of our government policy!!

Support local businesses

Support local citizens with good paying jobs like me

Support addiction services by punishing the **real cause** of the addiction crisis: big pharma, multi-national conglomerates liquor producers, and our corrupt political machine who allowed this to happen.

David Vohden  
Oregon City resident  
Brewer and owner  
Oregon City Brewing Co

**From:** [Aaron](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** Opposing OR Wine Privilege Tax  
**Date:** Thursday, September 26, 2024 10:50:19 AM

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You don't often get email from aaron@depontecellars.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, \$2.4 billion in wages, 2.3 million tourist visits and \$8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing \$72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Thank you,

AARON NIEMAN GENERAL MANAGER/VP MIH

DE PONTE CELLARS | [REDACTED] | DAYTON, OR. 97114  
T [REDACTED] | C [REDACTED] | [DEPONTECELLARS.COM](http://DEPONTECELLARS.COM)



**From:** [JOHN GANNON](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3510 comments  
**Date:** Thursday, September 26, 2024 11:01:59 AM

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You don't often get email from lindagannon@cox.net. [Learn why this is important](#)

As Oregon homeowners and local brewery investors, we strongly oppose any new tax on breweries levied per barrel sold. This tax seems extreme and could do massive damage to the state's craft beer industry.

We were attracted to Oregon because of the beer culture, and we have serious concerns about how such a tax would trickle down to consumers. We understand that addiction is a serious issue, but we urge the task force to explore other funding options besides a crippling tax on local businesses and beer enthusiasts.

Thank you for your consideration of our comments.

John and Linda Gannon

[REDACTED]

Astoria, Oregon 97103

**From:** [Jeff Althouse](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 // Oakshire Brewing  
**Date:** Thursday, September 26, 2024 12:25:28 PM

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You don't often get email from jeff@oakbrew.com. [Learn why this is important](#)

**Dear OLCC.** First, I'd like to thank you for your work. Oakshire has been in business as a truly independent artisan brewery and taproom company since 2006. The McMenamin brothers are the only guys currently serving as brewery CEOs who've been at this longer than I have. From the beginning of our business journey, I've always seen the OLCC as a partner, and I feel that from the staff at the OLCC as well. We understand the importance of the commission's mission to support businesses, public safety, and communicate liveability. Thank you!

Oakshire needs your support now. We are opening our third taproom later this year - not because we are profitable and looking to add more profit - but instead because the economics of our business make it necessary for us to scale to a point where we are profitable. Are target that continues to move as the economy changes and new costs are added to our business.

We do this work because we love it and because our taprooms are good for communities, including for those who enjoy our NA options. We teach and promote responsible consumption in a family friendly environment. We are not the enemy of addiction and recovery efforts, and we don't have additional funds to help in this important work. We are a partner to the OLCC in promoting your mission of community livability through education and enforcement and we're a positive contributing business.

*We cannot afford an increase in the privilege tax, or take on a new sales tax and the associated cost of compliance.*

Please do not approve a new sales tax or increase the privilege tax.

I appreciate the commission's consideration of this request on behalf of Oakshire Brewing and the many breweries like ours in Oregon.

*Respectfully,*

--

Jeff Althouse ~ Founder/CEO/CFO, Oakshire Brewing  
Mobile: [REDACTED]

*"We can make ourselves miserable, or we can make ourselves strong. The amount of effort is the same." -Pema Chodron*

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**From:** [Kevin Mayer](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments - Please Don't Tax Our Benefits  
**Date:** Thursday, September 26, 2024 11:12:13 AM

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You don't often get email from k2mayer@pfriembeer.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

I am an employee at pFriem Family Brewers in Hood River, Oregon. I earn a real living wage and have benefits that include, dental, vision, health insurance that includes access to mental and addictive services that are the focus of the taskforce. The Taskforce did not seem to cover the fact that breweries like our company have smaller margins than retail or other revenue sources and that with supply chain and other costs of doing business continuing to rise, there is no room for further taxing our products and if imposed could force our company to have to lose some of those benefits. Breweries already pay more in taxes per beer than 75% of other states including our neighboring states. I am proud to work at pFriem and our contribution to our community.

**Please do not tax us out of our benefits!**

Sincerely,  
Kevin

KEVIN [K2] MAYER | SALES - OR  
pFriem Family Brewers  
e | [k2mayer@pfriembeer.com](mailto:k2mayer@pfriembeer.com)  
p | [REDACTED]  
w | [www.pfriembeer.com](http://www.pfriembeer.com)  
[REDACTED] Hood River, OR 97031

**From:** [Nick Elsberry](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 comments  
**Date:** Thursday, September 26, 2024 11:19:13 AM

---

You don't often get email from nick@pfriembeer.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

I am an employee at pFriem Family Brewers in Hood River, Oregon. I earn a real living wage and have benefits that include, dental, vision, health insurance that includes access to mental and addictive services that are the focus of the taskforce. The Taskforce did not seem to cover the fact that breweries like our company have smaller margins than retail or other revenue sources and that with supply chain and other costs of doing business continuing to rise, there is no room for further taxing our products and if imposed could force our company to have to lose some of those benefits. Breweries already pay more in taxes per beer than 75% of other states including our neighboring states. I am proud to work at pFriem and our contribution to our community.

**Please do not tax us out of our benefits!**

Nick Elsberry | Sales - WA  
e | [Nick@pfriembeer.com](mailto:Nick@pfriembeer.com)  
p |   
'18 Mid-size brewery of the year - GABF

**From:** [Nick Marshall](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 12:22:55 PM

---

You don't often get email from [nick@benedettovineyards.com](mailto:nick@benedettovineyards.com). [Learn why this is important](#)

Dear OLCC and Task Force Members,

This is a beyond stupid time to raise taxes on small family wineries in Oregon. Unless your goal is to wipe them out and pander to the big corporate wineries that are coming in from California.

We all just took an increase for our blue hi-way signs. They told us this is because traffic is up. Maybe road traffic is up and eyes on the signs are up, but it's well documented that visits to our businesses are down.

Most of the wineries your tax increase would hit are also small family vineyards/farms. As always farming is a feast or famine deal. Right now it's a famine, a blood bath, the grape market is in the crapper. I'm astonished that anyone would be so ignorant as to consider a tax increase at this time.

Don't you realize many of these farmers are having to dump and let rot much of their 2024 crops?

Most of our industry just survived covid. Now we're struggling to survive being a luxury instead of a necessity in a highly volatile inflationary environment. PLEASE DON'T AD FUEL TO THE FIRE.

Thanks You,

Nick

Nick R. Marshall  
Benedetto Vineyards  
  
[benedettovineyards.com](http://benedettovineyards.com)

**From:** [Ian Mckinnon](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 12:11:03 PM

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You don't often get email from [ian@2townsciderhouse.com](mailto:ian@2townsciderhouse.com). [Learn why this is important](#)

Hello,

I hope this message finds you well. I am writing to express my concerns regarding the recently proposed HB3610, which introduces significant changes to the taxation of Oregon's alcohol producers.

As a key member of the beverage manufacturing industry, I believe that the tax increases proposed in this bill will disproportionately impact our local producers, jeopardizing the livelihoods of small businesses and threatening the economic stability of a sector that is integral to Oregon's economy and identity.

Our industry has already faced immense challenges over the past few years, including supply chain disruptions, increased material costs, and the residual effects of the pandemic. Introducing steep tax hikes at this critical time will further burden our businesses, potentially leading to reduced production, layoffs, and, in many cases, closures. This would not only hurt our industry but also have a ripple effect across our state's economy, including lost tax revenue, decreased tourism, and reduced local employment opportunities.

I urge you to reconsider the structure and timing of this bill and to work with industry stakeholders to find a more balanced approach to support Oregon's alcohol producers. We are more than willing to engage in discussions to explore alternative solutions that foster both the state's economic interests and the sustainability of our local businesses.

Thank you for your attention to this matter. I look forward to the opportunity to engage in further dialogue.

Cheers

Ian McKinnon  
Director of Production Operations  
2 Towns Ciderhouse

[ian@2townsciderhouse.com](mailto:ian@2townsciderhouse.com)  
[www.2townsciderhouse.com](http://www.2townsciderhouse.com)



**From:** [Josh Bialous](#)  
**To:** [OLCC,Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 12:09:34 PM

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You don't often get email from [josh@coldfirebrewing.com](mailto:josh@coldfirebrewing.com). [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, \$2.8 billion in wages and \$8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's \$470 million behavior health package, Measure 110's \$300 million and \$600 million from the opioid lawsuit settlement and the 2024 legislative investment of \$211 million for housing, mental health and addiction services – far more than \$1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing \$72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

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Cheers!

Josh Bialous  
General Manager Coldfire Taproom  
[REDACTED] Eugene, OR 97401  
Cell [REDACTED]

**From:** [Meredith Bell](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 12:07:55 PM

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You don't often get email from meredith@stateracellars.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, \$2.4 billion in wages, 2.3 million tourist visits and \$8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges, myself included. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing \$72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

Many thanks,  
Meredith Bell

--

Meredith Bell  
She/Her  
Winemaker & Owner  
Statera Cellars & EST Wines

[/http://stateracellars.com/](http://stateracellars.com/)  
[/https://www.estwines.com/](https://www.estwines.com/)

**From:** [Andrew Finley](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 12:03:27 PM

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You don't often get email from [andrew.finley@coldist.com](mailto:andrew.finley@coldist.com). [Learn why this is important](#)

Good afternoon,

I'm writing to strongly oppose a proposed increase in Oregon's beer, wine, and cider taxes. As a lifelong Oregonian and beverage industry professional of 15+ years, I'm passionate about the unique cultural and economic benefits our breweries, wineries, and cideries bring to the state. Higher taxes would bring irreparable harm to these entities and impact my livelihood and that of my family.

There are two key elements to a tax increase that I would like to highlight:

1. *Alcohol Pricing as it Relates to Consumption*

- The data supporting the inelasticity of alcohol demand is strong. Look no further than Scotland, where the world's first experiment with Minimum Unit Pricing for alcohol has been a failure. With 1277 alcohol related deaths in 2023 alone (the highest number since 2008), studies have seen problem drinkers responding to the policy by skipping meals to prioritize purchasing alcohol.

2. *Oregon Health Authority's Spending and Accountability*

- With only 3% of Oregon's alcohol tax revenue spent on treatment services, it seems logical that a reallocation of existing funds should precede any new taxes. In addition, OHA's inability to account for 7.4% of their budget and their lack of data regarding money already spent would indicate that there are opportunities within our existing framework that should take priority over new taxes.

I greatly appreciate the work that the taskforce has done on this important issue, and would be happy to be a resource in the future should the need arise.

Thank you for taking these comments into consideration, cheers-

**Andrew Finley**

Sales Director | Portland

Columbia Distributing

Certified Cicerone® | WSET Level 2 Certified

 | [andrew.finley@coldist.com](mailto:andrew.finley@coldist.com)

[www.coldist.com](http://www.coldist.com)

**From:** [John Van Duzer](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 12:02:38 PM

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You don't often get email from john@vanhenionbrewing.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

My name is John Van Duzer and I am one of the owners of Van Henion Brewing Company.

We are a relatively new brewery located in Bend Oregon and have been open for two and a half years. At this point the brewery is still not making a profit but we are getting close! If the proposed increase in excise taxes were to pass, we would be in serious trouble financially and most likely would not be able to continue operating our brewery. The result of us having to close would result in the loss of jobs for our eight employees. For this reason and the many stated below we feel these taxes would be a fatal blow to many of the breweries in Oregon.

Oregon's more than 300 breweries help create 50,000 jobs, \$2.8 billion in wages and \$8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

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Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon’s economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon’s beer taxes and you should too.

Sincerely,

**John Van Duzer**

**Brewer / Founder**

**Van Henion Brewing Co.**

Cell [REDACTED]



**From:** [Brian Bovenizer](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 12:01:35 PM

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You don't often get email from brianbovenizer@gmail.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

I'm sure you have seen many of these letters. I do hope you read these and read what everyone has to say, because this means a lot for Oregon Craft Breweries. I am normally a numbers person. I work in sales and marketing and numbers are key. There are a lot of numbers and reasons do be against HB 3610, but let me share something that avoids the numbers and gets to the point.

I moved to Oregon because of the craft beer industry. I didn't have a job, but I knew that Oregon had a robust craft beer industry and that Oregon Lawmakers supported craft beer. In the last few years, it seems that all of the growth that craft beer has brought to tourism, jobs and tax dollars is now being overlooked for other things. The overall craft beer industry has plateaued and now that we need the most help, Oregon is turning its back on Craft Beer for its own gain rather than helping it through a challenging time. We were there for you. Please be there for us. Please be there for the Oregon owned craft beer industry.

Larger, foreign organizations like Tilray (10 Barrel, Widmer), AB Inbev (Bud, Modelo, Goose Island) and Molson Coors (Coors, Miller, Blue Moon) can weather these tax increases, but it will leave smaller Oregon craft brewers to go out of business. The reason people travel here, the reason people move here and the reason people spend money in Oregon, continues to be Oregon Craft Beer. We have baseball teams named after Oregon Craft Beer. We have massive Hop Farms. If we turn our back on Oregon Craft Beer, we will lose another thing that makes Oregon so great. This tax bill will destroy Oregon Craft Beer and let's be honest, Oregon Craft Beer is not the heart of the problem here.

Addiction in Oregon is an issue, be it any drug, but I implore you to go into an Oregon brew pub and tell me honestly that it is Oregon Craft Breweries who are to blame and ultimately should pay an additional tax for addiction services. Go to any city and if you want a reliable good meal, good atmosphere and, you are going to go to a local brewery. Please, do not take that away from Oregon to put a band aid on a problem that is not rooted in Oregon Craft Beer.

Thank you for your time,

Brian Bovenizer

**From:** [Adam Summerfield](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 12:00:15 PM

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You don't often get email from adam@pfriembeer.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

I am an employee at pFriem Family Brewers in Hood River, Oregon. I earn a real living wage and have benefits that include, dental, vision, health insurance that includes access to mental and addictive services that are the focus of the taskforce. The Taskforce did not seem to cover the fact that breweries like our company have smaller margins than retail or other revenue sources and that with supply chain and other costs of doing business continuing to rise, there is no room for further taxing our products and if imposed could force our company to have to lose some of those benefits. Breweries already pay more in taxes per beer than 75% of other states including our neighboring states. I am proud to work at pFriem and our contribution to our community.

**Please do not tax us out of our benefits!**

--

Adam Summerfield | Key Account Manager

e | [Adam@pfriembeer.com](mailto:Adam@pfriembeer.com)

P | [REDACTED]

w | [www.pfriembeer.com](http://www.pfriembeer.com) [SEP] [SEP] [REDACTED] [SEP] Hood River, OR 97031

**From:** [Bear Trim](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 11:59:40 AM

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You don't often get email from [bear.trim@pfriembeer.com](mailto:bear.trim@pfriembeer.com). [Learn why this is important](#)

I am an employee at pFriem Family Brewers in Hood River, Oregon. I earn a real living wage and have benefits that include, dental, vision, health insurance that includes access to mental and addictive services that are the focus of the taskforce. The Taskforce did not seem to cover the fact that breweries like our company have smaller margins than retail or other revenue sources and that with supply chain and other costs of doing business continuing to rise, there is no room for further taxing our products and if imposed could force our company to have to lose some of those benefits. Breweries already pay more in taxes per beer than 75% of other states including our neighboring states. I am proud to work at pFriem and our contribution to our community.

**Please do not tax us out of our benefits!**

--

**BEAR TRIM | GENERAL MANAGER**

pFriem Family Brewers

e. [Bear.trim@pfriembeer.com](mailto:Bear.trim@pfriembeer.com)

p. [REDACTED]

w. [www.pfriembeer.com](http://www.pfriembeer.com)

[REDACTED]  
*Hood River, OR 97031*

**From:** [Jeffrey Huffman](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 11:42:02 AM  
**Attachments:** [image001.png](#)

---

You don't often get email from books@eyrievineyards.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

I work as an independent contractor providing accounting services to small, family-owned wineries, such as The Eyrie Vineyards. My services include bookkeeping, HR and payroll, tax compliance, and consulting. Wineries hire me because they desire a high level of accounting expertise but cannot afford a full-time person. As such, my work provides me an “insider’s look” at the status of the Oregon wine business.

Oregon’s more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, \$2.4 billion in wages, 2.3 million tourist visits and \$8 billion in economic activity for the state each year, making Oregon the fourth largest wine producing state.

Oregon’s largely small, family-owned wineries and growers are facing major challenges. Since the pandemic, people are drinking less, and wine sales are down. Visitation to tasting rooms have declined. The wildfires of 2020 ruined nearly all that vintage. At the same time, production costs have increased substantially. Wineries raised wages for vineyard and winery production workers to offset the effects of inflation and retain skilled workers. Supply chain issues increased the cost of goods including barrels, bottles, diesel, and machinery.

At this difficult time in the industry, Oregon’s lawmakers ought to be focused on how to support local vineyards and wineries. Imposing additional taxes on the industry does not further that goal.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn’t even spent all that was budgeted. That missing \$72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing additional taxes on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to punish drinking among moderate consumers.

Wine is a vital part of Oregon’s economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the global map of winegrowing regions.

I oppose raising Oregon’s wine privilege tax and encourage lawmakers to do the same.

**From:** [David Kroening](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 11:41:38 AM  
**Attachments:** [Outlook-rg43h0dl.png](#)

---

You don't often get email from dave@buoybeer.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Thank you for your time and effort on reviewing these important topics for Oregon. I'm writing to make clear that increasing the tax on Oregon Beer, Wine, Cider and Spirits would be detrimental to the industry in Oregon. While we very much support responsible use as well as public services towards mental health and addiction recovery and treatment, the use of funding received from current taxes should be the first place to start. The current structure already uses revenue from our industry to prop up the state's budget and adding a larger tax burden will increase the challenge our locally owned businesses face. In addition, it will push consumers towards cheaper out-of-state national brands.

While Oregon has a strong craft beer industry, it has faced strong headwinds in recent times. Oregon's more than 300 breweries help create 50,000 jobs, \$2.8 billion in wages and \$8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Our hospitality industry is hurting and hurting in a big way.

Revenue and taxation of beer \$8.7 billion, wine \$7.19 billion, cider \$300 million, and spirits \$2 billion is the third largest source of revenue for the state. Yet only 3% of that tax revenue goes toward funding mental health and drug addiction recovery and treatment.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. We need certainty and stability in our tax code, not more taxes. Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. Oregon has been known for beer, wine and cider on an International level and is a key part of Oregon's identity. Imagine Oregon with no IPA or Pinot!

Respectfully,

David Kroening

President, Buoy Beer Company & Pilot House Distilling

[Buoy Beer Company](#)

[Pilot House Distilling](#)

**From:** [Libby Newcomer](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 11:37:22 AM

---

You don't often get email from libby@pfriembeer.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

I am an employee at pFriem Family Brewers in Hood River, Oregon. I earn a real living wage and have benefits that include, dental, vision, health insurance that includes access to mental and addictive services that are the focus of the taskforce. The Taskforce did not seem to cover the fact that breweries like our company have smaller margins than retail or other revenue sources and that with supply chain and other costs of doing business continuing to rise, there is no room for further taxing our products and if imposed could force our company to have to lose some of those benefits. Breweries already pay more in taxes per beer than 75% of other states including our neighboring states. I am proud to work at pFriem and our contribution to our community.

**Please do not tax us out of our benefits!**

**LIBBY NEWCOMER** | MARKETING & CREATIVE SPECIALIST

e | [libby@pfriembeer.com](mailto:libby@pfriembeer.com)

p | [REDACTED]

in | [www.pfriembeer.com](http://www.pfriembeer.com)

[REDACTED]  
Hood River, OR 97031

**From:** [Ryan Pappe](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 11:14:34 AM  
**Attachments:** [Outlook-A yellow a.png](#)  
[Outlook-A white sq.png](#)  
[Outlook-signature .png](#)  
[Outlook-A white le.png](#)  
[Outlook-A white si.png](#)

You don't often get email from [ryanp@hopworksbeer.com](mailto:ryanp@hopworksbeer.com). [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

I write today to contribute my comments regarding the potential excise tax increase on Oregon's brewing industry. I know that you are aware of how vital the brewing industry is to Oregon's identity, economy, and the wider agricultural and industrial sector. Despite the billions this industry contributes to the Oregon economy, Oregon breweries are struggling, trying to hang on through the headwinds of inflation, supply chain struggles, and employee retention. The power of the Oregon brewing industry lies in its ties to the wider Oregon agricultural and industrial landscape. The barley we use to brew our beer is grown in the Klamath Basin. The hops are grown outside Salem. We use fruit grown in the Willamette and Hood River valleys. When we get our canning line serviced, buy a new tank, or repair a failing pump, we are reaching out to technicians, fabricators, and machine shops right here in the Portland area. A blow to the brewing industry, and the wider alcohol production industry, in Oregon is a blow to the entire state's economy. And make no mistake, an excise tax increase would be the final straw for many in Oregon's brewing industry. Margins on our products are very slim. We employ 10 full-time Oregonians in our brewery, and our restaurant employs another 30 more. If excise taxes increase, we will not be able to keep our doors open and all of these employees with living wages and health benefits will be out of work. I do not want that for myself or all the wonderful people I work with, nor for the grain and hop farmers, the tank manufacturers and metal fabricators, nor the myriad other workers in industries that are intrinsically tied to brewing in this state. While it is obvious to all that Oregon (and the entire nation) is dealing with an addiction catastrophe, tying the funding to address that problem to the alcohol industry in this state will only tank the economy and decrease funding as hundreds of small businesses close. Oregon rightfully invests heavily in addiction and treatment services (spending more than 75% of the other states), but the opportunity to improve those services is not through bleeding dry small businesses, but through improved tracking and auditing of current spending and better management of the current model. This short-sighted proposed tax increase seems like an attack on the brewing industry instead of an attempt to solve the pressing opioid crisis. Please help support Oregon's struggling small businesses, do not increase alcohol excise taxes!

Thank you kindly for this opportunity to contribute to the discussion.



**Ryan Pappe** | Director of Brewing Operations

**Hopworks Brewery - Portland**

e: [ryanp@hopworksbeer.com](mailto:ryanp@hopworksbeer.com)

p: [REDACTED]

w: [hopworksbeer.com](http://hopworksbeer.com)

**From:** [Christopher Graham](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 11:10:59 AM

---

You don't often get email from christopher@pfriembeer.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

I am an employee at pFriem Family Brewers in Hood River, Oregon. I earn a real living wage and have benefits that include dental, vision, and health insurance that includes access to mental and addictive services that are the focus of the taskforce. The Taskforce did not seem to cover the fact that breweries like our company have smaller margins than retail or other revenue sources and that with supply chain and other costs of doing business continuing to rise, there is no room for further taxing our products and if imposed could force our company to have to lose some of those benefits. Breweries already pay more in taxes per beer than 75% of other states including our neighboring states. I am proud to work at pFriem and our contribution to our community.

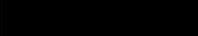
**Please do not tax us out of our benefits!**

-Christopher Graham

--

**CHRISTOPHER GRAHAM | OPERATIONS MANAGER**

e | [christopher@pfriembeer.com](mailto:christopher@pfriembeer.com)

p | 

w | [www.pfriembeer.com](http://www.pfriembeer.com)

**From:** [Trevor Rogers](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 11:07:48 AM

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You don't often get email from trevor@degardebrewing.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Nobody discounts that drug and alcohol abuse is a problem. Nobody would argue that more should not be done to address it.

**However, what we have is not a tax issue. It is an institutional failure.**

**Oregon Health Authority has failed to utilize its existing budget and all additionally procured and granted funding.** It has also failed to account for all current spending, with an admitted \$72 million dollars (more than twice the total beer and wine excise tax revenue for the same biennium) unaccounted for. Those unaccounted for funds alone are equivalent to hundreds of dollars for each person in the state currently suffering from *any* substance use disorder, or equivalent to \$16.98 for every living person in the state.

**Based on the ECONorthwest report commissioned by the Oregon Health Authority, we know that raising excise taxes on beer and wine is not an effective method to address problem alcohol consumption and abuse.**

Raising beer and wine excise taxes by up to 2,444%, by far the highest in the nation, would result in the heaviest 10% of drinkers consuming an estimated 2% less. The report acknowledges that even this already ineffective decrease is optimistic, as many will likely switch to less expensive options (such as distilled spirits).

Lower consumption and correspondingly low damage/cost demographics would likely decrease their consumption to a modestly greater degree, but this provides more limited societal benefit at devastating cost to businesses, consumers and jobs.

OHA and other task force members have misrepresented and obfuscated the conclusions of the ECONorthwest report and other available reputable data in furtherance of their desire for increases in excise taxes to address problem alcohol consumption and increase funding. In fact, based on their own commissioned report, dramatically raising excise taxes on beer and wine would not result in a notable decrease in harms or abuse, nor additional revenue sufficient to manage the costs of excessive alcohol use.

**Clearly, many involved are not arguing in good faith, and are pursuing an agenda unrelated to the task at hand.**

**Until we can have an open and honest discussion between all involved parties, we can't find solutions.** When no person on this task force other than the beer, wine and cider industry representatives will admit to a conflict of interest, even upon specific request to do so (twice) during task force meetings, we are not debating honestly.

**Spirit Alcohol/Distilled Liquor is conspicuously not part of this discussion,** despite recognition that it is a disproportionate contributor to substance use disorder and related costs, particularly when priced out of parity by unit with other types of alcohol (1). It offers, by magnitude, the lowest cost per unit of alcohol option in the state of Oregon. It is equally notable that the distribution and sale of spirits is controlled by the state, and the minimum

price controlled by them. Setting a minimum base price of approximately double what it currently is, for *retail* sales of bottled spirits to consumers (maintaining current pricing to businesses), would bring the retail cost towards equivalence with the lowest priced beer, wine and cider options per unit of alcohol. It would also raise significantly more funds than any non-catastrophic excise tax increase to beer, wine and cider producers, and avoid the noted harms associated with significant cost increases to the hospitality and lodging industry. All while having a real and sizable effect on abusive consumption. Any real assessment and addressing of the issues needs to be comprehensive to find success, as noted in the ECONorthwest report.

**From the National Institute of Health:**

Mental, Neurological, and Substance Use Disorders: Disease Control Priorities, Third Edition (Volume 4)

"Evidence in HICs suggests that **higher prices for distilled spirits shift consumption to beverages with lower alcohol content, resulting in lower total intake. Enforcing minimum prices for a standard unit of alcohol is one of the most effective ways to reduce alcohol-related problems** (Babor and others 2010)." <https://www.ncbi.nlm.nih.gov/books/NBK361941/> (1)

Here's more about our industry from industry task force representative, Ben Edmunds: "Oregon's more than 300 breweries help create 50,000 jobs, \$2.8 billion in wages and \$8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%."

Let's not use subterfuge to destroy a major industry in our state without at least having an honest discussion about realistic ways to fix our problems. The solutions I hear others proposing seem like kicking one of our state's great industries while it's down, to further their own agendas.

Here are my thoughts and proposals:

**-If substance use disorder funding is a priority, the legislature should allocate more than the current 3% of collected alcohol revenue to funding for SUD.**

**-If substance use disorder funding is a priority, all organizations receiving SUD funding should appropriately and accurately budget, spend, and publicly account for SUD funding.**

**-If substance abuse disorder funding is a priority, the OLCC controlled base *retail* pricing per unit of spirit alcohol should be increased to such an extent that it is equivalent to what a standard retail price per unit of alcohol from beer, wine and cider are.**

**-If substance abuse disorder funding is a priority, the additional revenue from raising the retail minimum pricing on spirit alcohol should be devoted towards funding for SUD.**

**-If substance abuse disorder funding is a priority, excise tax rates and minimum pricing should be tied to inflation to ensure sufficient continued funding for SUD.**

Thank you for your time and consideration.

Cheers,  
Trevor Rogers

--

**Trevor Rogers**  
de Garde Brewing  
Brewer/Winemaker/Co-Founder/Co-Owner  
Phone: [REDACTED] Cell: [REDACTED]  
[REDACTED]  
Tillamook, OR 97141

**From:** [Tamara Roark](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 10:58:36 AM  
**Attachments:** [Outlook-horizontal.png](#)  
[Outlook-Bend Cider.png](#)

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You don't often get email from tammy@bendcider.com. [Learn why this is important](#)

To whom it may concern

I oppose raising taxes on our hard cider company and here is why. We are a small business that started from the ground up in 2019. We have worked tirelessly to build our business up to a point where we can actually hire an employee. Having a family with three children, kids wanting to go to college, running a family business and working so hard to just make it by has not been easy.

As we see in the beer industry, there is a struggle to stay afloat with so many new beverages hitting the market every day. The cider industry is not immune to this competition for market share. This competition leaves room for little growth.

If anyone is to have taxes raised, it should be the largest companies that are making it hard for small businesses, like ourselves, to get into chain stores.

Please do not raise taxes on the small/medium business' that are not at a point to absorb additional costs. The costs of ingredients and materials have already sky rocketed since Covid. Being a small business, we do not get the price breaks that large businesses get. We have to pay more because we order less. It doesn't make sense to raise taxes on small/medium businesses when we are already at a disadvantage.

Thank you for taking my opinion into consideration.

Tamara Roark

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## Tammy Roark

Bend Cider Co., Co-Founder

**From:** [Ryan Atagi](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610  
**Date:** Thursday, September 26, 2024 11:58:46 AM

---

You don't often get email from ryan@cruxfermentation.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, \$2.8 billion in wages and \$8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's \$470 million behavior health package, Measure 110's \$300 million and \$600 million from the opioid lawsuit settlement and the 2024 legislative investment of \$211 million for housing, mental health and addiction services – far more than \$1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing \$72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,

--

Ryan Atagi  
Head Brewer  
Crux Fermentation Project  
cell [REDACTED]

**From:** [Madeleine McCarthy](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 12:42:38 PM

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You don't often get email from mmccarthy@vonebertbrewing.com. [Learn why this is important](#)

Dear OLCC Taskforce on Alcohol Pricing,

I am writing to express my strong opposition to the proposed measure, HB 3610. This legislation poses a significant threat to the health of Oregon's beer industry, our state's commerce, and the livelihoods of thousands of Oregonians.

HB 3610 would impose excessive restrictions on alcohol pricing, which would have a devastating impact on the state's craft breweries and distributors. These businesses are already facing significant challenges due to rising costs, increased competition, and the ongoing economic downturn.

The proposed measure would:

- **Reduce consumer choice:** By limiting the prices at which alcohol can be sold, HB 3610 would reduce consumer choice and harm competition within the industry.
- **Damage small businesses:** Craft breweries, which are often small, family-owned businesses, would be disproportionately affected by HB 3610. Many of these businesses would be forced to close their doors, leading to job losses and a reduction in the diversity of Oregon's beer scene.
- **Harm Oregon's economy:** The beer industry is a significant contributor to Oregon's economy, supporting thousands of jobs and generating millions of dollars in tax revenue. HB 3610 would jeopardize these economic benefits.
- 

I urge the OLCC Taskforce to carefully consider the negative consequences of HB 3610. This legislation would have a devastating impact on Oregon's beer industry, our state's commerce, and the livelihoods of thousands of Oregonians.

Not only would this affect thousands of Oregon jobs, but personally, it would cost my family their livelihood. My husband and I moved to Oregon so we could be part of the greatest craft beer movement the US has ever seen. We are both professional brewers at highly respected breweries, but if this measure were to pass, we would most likely be out of a job that we worked so hard to obtain. We recently bought our dream home here in Portland after years of saving up on a brewer's salary. We would be devastated if this measure were to go into effect, causing us to potentially lose our jobs, our home, and the joy that the Oregon craft beer scene has given to us every day since moving here 12 years ago.

Thank you for your attention to this important matter.

Sincerely,

Madeleine McCarthy

Lead Brewer at Von Ebert Brewing, and avid supporter of fermentation in Oregon.

Cheers,

**Madeleine McCarthy** (she/her)

Von Ebert Brewing

Lead Brewer- Glendoveer Brewery

██████████ Portland, OR 97230

[www.vonebertbrewing.com](http://www.vonebertbrewing.com)

**From:** [Matt Sharpe](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 1:44:08 PM

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You don't often get email from [m.sharpe@2townsciderhouse.com](mailto:m.sharpe@2townsciderhouse.com). [Learn why this is important](#)

Dear Chair Sanchez and Task Force Members,

As a member of the Cider industry, I am personally and professionally invested in the state of Oregon's craft cider industry. I wish to speak out against the proposed alcohol tax increase under consideration resulting from HB3610. Saying that raising taxes on cider will reduce addiction is a flawed statement that is not backed by any meaningful evidence.

Oregon already spends millions on addiction recovery. One of the highest per capita in the United States, yet the Oregon Health Authority has managed to misplace over \$70 Million of funds dedicated to helping people in need of it.

The OHA has been making broad statements that an increase in taxes will benefit those suffering from addiction but have been unable to provide basic data on the number of patients, the utilization of recovery beds, or specifics on where capacity is strained. Without seeing how and where this increase in alcohol tax will be spent, I feel obligated to speak out against it.

This increase will affect millions of Americans, and be a massive blow to a great number of small craft breweries and wineries who will be unable to take the losses that this will surely bring about.

What is more, The OHA has actively suppressed data that contradicts the proposed tax increase. A study **they** commissioned found that taxes are ineffective at reducing excessive alcohol consumption. The results of this information were withheld due to the contradiction of the results, and what they wanted to accomplish.

I urge the task force to consider the impact of this decision and work on better management of existing funds over imposing new taxes on an already struggling industry.

Cheers,

--

Matt Sharpe  
Special Events Manager  
2 Towns Ciderhouse  
Work [REDACTED]  
[m.sharpe@2townsciderhouse.com](mailto:m.sharpe@2townsciderhouse.com)  
[www.2TownsCiderhouse.com](http://www.2TownsCiderhouse.com)



**From:** [Dru Allen](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 1:43:19 PM

---

You don't often get email from [dru@comprisvineyard.com](mailto:dru@comprisvineyard.com). [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, \$2.4 billion in wages, 2.3 million tourist visits and \$8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

As one of Oregon's small, family-owned wineries I am facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing \$72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and we need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Cheers,

**Dru Allen - He/Him**  
**Proprietor/COO**



**From:** [Morgan Baer](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 1:41:35 PM

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You don't often get email from [morgan.baer.777@gmail.com](mailto:morgan.baer.777@gmail.com). [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, \$2.4 billion in wages, 2.3 million tourist visits and \$8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing \$72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Best,  
Morgan Baer

**From:** [Maira B Sherry](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 1:39:25 PM

---

You don't often get email from moirabsherry@gmail.com. [Learn why this is important](#)

To whom it may concern within the OLCC,

Hello, my name is Moira Sherry, and I am a current employee within the Oregon craft beer industry, and have been for the last six years. I am also a proud graduate of the Oregon State University Food Science program, specifically focusing on Fermentation science, a degree and field of study choice I made with every intention of staying to work and live in Oregon ever since I moved here from Washington for my education 12 years ago.

There is a current, not unfounded in my opinion, deep concern regarding the potential for increased taxes on alcohol across the entire brewing industry in this state. We are a close knit industry who always look to support one another through tough times as best as we can, and we know that things that would be detrimental to the smallest of us are detrimental to the largest of us. An increased tax, no matter where in the process it would be levied, would ultimately be passed on to the consumer. At a time when craft beer is already shrinking due to rising materials and labor costs, an overall decline in drinking in Gen Z and younger (which is not something I necessarily decry per se), as well as competition with a multitude of other non-beer alcoholic beverage options, an increased tax would only seek to lower beer sales even further.

Brewing is absolutely an economy of scale industry, and the first of those to feel the pain would be our smallest breweries, but this increase in cost will also push up the chain to even our largest breweries, who may suddenly find they cannot afford to keep as many employees as they previously have. With current scale backs in the industry based on the aforementioned trends, beer industry jobs are already becoming much more difficult to find, especially those that pay enough to live. This industry is my passion and if I have to move away from Oregon to continue following it I very well may, although it would break my heart. If I'm one of the lucky ones to be able to stay then I worry for all the friends I have across the industry who are some of the most talented and creative brewers in the nation that we may lose to other states where they can also continue to follow their passions.

Ultimately, there is a reason that Oregon Craft Beer is considered some of the finest in the country, if not the world. Levying another tax on it would place an undue burden on this industry during a time when things are already perilous for it and allow another region to come overtake us.

I strongly and wholeheartedly implore you all to reconsider a tax levied on alcohol specifically and look at other options for funding that would have less of an overall harmful effect on myself and those of us who work so hard to keep Oregon Craft Beer on the map.

Thank you,  
Moira Sherry  
Astoria, OR

**From:** [Stephanie Camara](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 1:39:22 PM

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You don't often get email from [stephanie@thunderislandbrewing.com](mailto:stephanie@thunderislandbrewing.com). [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, \$2.8 billion in wages and \$8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's \$470 million behavior health package, Measure 110's \$300 million and \$600 million from the opioid lawsuit settlement and the 2024 legislative investment of \$211 million for housing, mental health and addiction services – far more than \$1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing \$72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,

Cheers,



**From:** [James Laughlin](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 1:37:44 PM  
**Attachments:** [Outlook-qstow51.png](#)

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You don't often get email from wineclub@domainedivio.com. [Learn why this is important](#)

To whom it may concern,

Please vote against this bill; do not raise taxes on wine. Many of us work on small, family-owned farms and make just enough to live. What may seem like a small increase to you, would result in life-changing consequences for us. The wine industry promotes and compounds so many industries in our states like tourism, food and beverage, lodging, hospitality, and so on. It is imperative that you vote against this bill to preserve our state's great culture and way of life.

Best,

---

James Laughlin  
Distribution Manager  
Domaine Divio  
Newberg, Oregon  
[REDACTED]  
In Office: Monday-Friday



**From:** [Joan Olbrantz](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 1:35:19 PM

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You don't often get email from joan@unionwinecompany.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, \$2.4 billion in wages, 2.3 million tourist visits and \$8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing \$72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Thank you.

Joan Olbrantz  
Creative Manager

**From:** [Jeff Boyd](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 1:23:25 PM

---

You don't often get email from [j.boyd@2townsciderhouse.com](mailto:j.boyd@2townsciderhouse.com). [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

I am writing you to add to a myriad of voices that oppose this tax. The small craft cidery, beer, and wine industry simply cannot afford this tax. The business's that provide us the materials to practice our craft will also feel the pain of this unnecessary tax. The ripple effect you will create if you pass this tax is unmeasurable.

Fruit farmers, grain farmers, shipping companies, supply companies, equipment suppliers, the list is too long for this type of letter, but people in all of these industries will feel the burden you are placing on us as an industry with this tax.

Why you would want to increase Oregon unhoused, force small business out of business, and further add to the complicated matter of making sure Oregonians have access to basic needs- food, clothing, and shelter is beyond my comprehension. If you pass this tax, there are people that will become unemployed leading to disastrous outcomes.

Instead of creating a new tax, and more tax revenue, maybe you should shift your priorities to monitor where the current tax money is going? In the real world, if this tax is passed, there may be people who lose hours. For many of you \$100 dollars is a laughable amount. For me, and many others, a \$100 loss per month would be devastating, YET YOU CANNOT ACCOUNT FOR MILLIONS OF DOLLARS. Maybe you should allow people like me and my wife on a paycheck to paycheck budget to look at your books, I guarantee we could find where all the money is going, where it went, and we could prioritize what is necessary and what is not.

PLEASE QUIT LYING! When you pay for a research study, you cannot simply ignore that data, hide that data, or spin that data in order for you to justify and dignify your personal point of view- it defeats the purpose. Creating a task force of past addicts overwhelmingly outnumbering the industry is simply disgusting. I feel sorry for people with addictive personalities. I feel bad for people that have no support system and cannot escape mental abuse or physical abuse and turn to drugs and alcohol for relief. When you create a "taskforce" the voices and opinions should be varied and equally distributed. Voters have proved throughout Oregon history that some mind altering substances are accepted in our society. They have spoken, do not punish small craft cideries and breweries that give the best quality products and provide local jobs to placate a small percentage of the population.

Even some of those representing current or past addicts are getting paid for their services. Would it not be more effective to monitor those business's to make sure they are doing what they promise? It seems to me most addiction services that are actually effective long-term are not affordable for all people, only the rich. Diet, exercise, education, counseling, housing, these are things that are needed to ensure a complete success for addiction. How much money do they receive? Why are we not requiring more mental help from the non or little taxed, over inflated, grossly overpaid health care system? Why not increase taxes on those who make over one million dollars per year? There are more avenues for taxing other than business's that provide safety for local communities.

You will be punishing working class Oregonians furthering the the possibility that you may have an increase in the addiction you are trying to stop. People turn to drugs and alcohol during desperate times, and you a creating that with this tax.

Please take a further look at this. Do not ignore facts. Look at he entire picture. Think of how many people will have detrimental effects because of this bill. Look at your money! Where did it go? Where does it go? Who will it go to? Answer those questions first, reform your task force to be a fair and inclusive group, make people responsible for their actions, and only have people that have the decency to admit when they are wrong. THIS IS WRONG!  
Thank you for your time,

--

**Jeff Boyd**

Safety Coordinator  
2 Towns Ciderhouse  
Corvallis, OR 97333

Office: [REDACTED]

[j.boyd@2townsciderhouse.com](mailto:j.boyd@2townsciderhouse.com)

[www.2TownsCiderhouse.com](http://www.2TownsCiderhouse.com)



**From:** [Beachcrest Brewing Co.](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 1:17:10 PM

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You don't often get email from matt@beachcrestbrewing.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon is intrinsically linked to craft beer. Oregon's more than 300 breweries help create 50,000 jobs, \$2.8 billion in wages, and \$8.7 billion in economic activity for the state each year. People visit our state because of our craft beer industry and locals support their local breweries as a way of life. Sadly, our state is down from nearly 400 breweries before the pandemic: we lost about 50 breweries, brewpubs, and taprooms in the last two years. Draft beer is down almost -30%, Oregon hop harvest is down -18%, and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic, and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before the passage of 2021's \$470 million behavior health package, Measure 110's \$300 million and \$600 million from the opioid lawsuit settlement, and the 2024 legislative investment of \$211 million for housing, mental health, and addiction services – far more than \$1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing \$72 million is twice as much as the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,

Matt White, owner and brewer at Beachcrest Brewing Company, Gleneden Beach, OR

*Matt White*  
Owner & Brewer  
Beachcrest Brewing Company  
[www.beachcrestbrewing.com](http://www.beachcrestbrewing.com)

**From:** [John Gray](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 1:02:04 PM

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You don't often get email from john.gray@pfriembeer.com. [Learn why this is important](#)

**Dear HB 3610 Task Force and Oregon Lawmakers,**

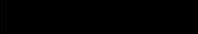
**I am an employee at pFriem Family Brewers in Hood River, Oregon. I earn a real living wage and have benefits that include, dental, vision, health insurance that includes access to mental and addictive services that are the focus of the taskforce. The Taskforce did not seem to cover the fact that breweries like our company have smaller margins than retail or other revenue sources and that with supply chain and other costs of doing business continuing to rise, there is no room for further taxing our products and if imposed could force our company to have to lose some of those benefits. Breweries already pay more in taxes per beer than 75% of other states including our neighboring states. I am proud to work at pFriem and our contribution to our community.**

**Please do not tax us out of our benefits!**

--

**JOHN GRAY** | INVENTORY CONTROL

e | [john.gray@pfriembeer.com](mailto:john.gray@pfriembeer.com)

p | 

w | [www.pfriembeer.com](http://www.pfriembeer.com)

**From:** [Colin Duddy](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 12:58:25 PM

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You don't often get email from colin.duddy@gmail.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, \$2.4 billion in wages, 2.3 million tourist visits and \$8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing \$72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Cheers,  
Colin

**From:** [Jonathan Opfer](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 12:50:34 PM

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You don't often get email from jonopfer@gmail.com. [Learn why this is important](#)

Dear Chair Sanchez and Task Force Members,

As a dedicated Oregonian and a passionate supporter of our craft cider industry, I feel it's important to express my concerns about the proposed alcohol tax increase under HB3610. While I understand the need to address Oregon's addiction crisis, I believe relying on a tax increase to do so is misguided, especially given the troubling lack of solid data to support this approach.

Oregon already invests significantly in addiction recovery, with some of the highest per capita funding in the nation. Yet, the Oregon Health Authority (OHA) has been unable to account for \$72 million of those funds. This isn't just a small oversight—it represents a major gap in resources that could otherwise be helping individuals in need. Furthermore, the OHA has not provided essential data on recovery programs, such as patient numbers, bed utilization rates, or capacity shortages. Without this fundamental information, how can we justify increasing taxes?

It's particularly troubling that the OHA has suppressed data that doesn't align with their agenda. A study they commissioned found that taxes are ineffective at curbing excessive alcohol consumption, but this report was hidden because it contradicted their narrative. Such actions not only undermine trust but make it impossible to base policy decisions on real evidence.

Our craft cider industry is a vital part of Oregon's economy and cultural heritage. Small businesses like ours provide jobs, attract tourism, and contribute to the unique identity of the state. Raising taxes on these businesses won't solve the addiction crisis but will harm an already struggling industry.

I urge the task force to focus on transparency and better management of existing resources before considering new taxes. The data simply doesn't support this proposal, and our community deserves policies grounded in evidence, not assumptions. We are watching.

--

Jon Opfer  
Concerned Citizen



**From:** [Jeff Gaither](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 12:30:49 PM

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You don't often get email from jeff.gaither@pfriembeer.com. [Learn why this is important](#)

Lawmakers,

I am an employee at pFriem Family Brewers in Hood River, Oregon. I earn a real living wage and have benefits that include, dental, vision, health insurance that includes access to mental and addictive services that are the focus of the taskforce. The Taskforce did not seem to cover the fact that breweries like our company have smaller margins than retail or other revenue sources and that with supply chain and other costs of doing business continuing to rise, there is no room for further taxing our products and if imposed could force our company to have to lose some of those benefits. Breweries already pay more in taxes per beer than 75% of other states including our neighboring states. I am proud to work at pFriem and our contribution to our community.

**Please do not tax us out of our benefits!**

Thanks,

Jeff Gaither  
Sales and Marketing Director  
pFriem Family Brewers

**From:** [Kayla Warner](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 is Detrimental to Local Businesses  
**Date:** Thursday, September 26, 2024 12:50:55 PM

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You don't often get email from kmw5529@gmail.com. [Learn why this is important](#)

Hello HB 3610 Task Force and Oregon Lawmakers,

I'm the partner of a man who is the General Manager of Buoy Beer. Each day, he comes home and talks about how difficult the last few years after COVID have been for the local beer industry. I see him struggle every day trying to shift, keep jobs for his employees, continue to provide healthcare and benefits for his employees, and navigate the many roadblocks him and his company has faced since COVID-19 hit (not to mention, the collapse of their beloved building on the Columbia River, a historical landmark).

**I'm writing today to urge you to understand how detrimental HB 3610 is to the microbrewery industry, and small local breweries in our town that keep Astoria thriving, including providing jobs and a robust tourist flow.**

I'm also a public health advocate and believe it or not, this bill is NOT the right avenue to improve the mental health crisis we have in Oregon. Right now breweries are paying astronomical taxes on beer, when beer is not specifically the problem, it is the lack of mental health providers and attention to mental health resources.

Oregon breweries pay more taxes than 75% of other states, including our neighboring states. Additionally, beer sales have dropped and hop prices continue to rise. HB 3610 will gouge any micro breweries and put the "big guys" back into focus (Busch, Miller, etc.). Is that what we want? No. It isn't. And THOSE beers are actually more closely linked to drug and alcohol usage than craft beer.

Help our town of Astoria keep a robust economy and please do NOT put any more taxes on local breweries. Them and their employees have truly suffered enough.

Thank you.

Kayla Warner



**From:** [Matt Dickason](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB3610 Opposition Letter  
**Date:** Thursday, September 26, 2024 12:28:29 PM

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You don't often get email from matt@2townsciderhouse.com. [Learn why this is important](#)

Dear Chair Sanchez and Members of the Task Force,

I am writing to express my concerns regarding the recently proposed HB3610, which introduces significant changes to the taxation of Oregon's alcohol producers.

As a member of the beverage manufacturing industry, I believe that the tax increases proposed in this bill will definitely impact our local producers, putting at risk the livelihoods of small businesses and threatening the economic stability of a sector that is integral to what we know are part of Oregon's roots.

Our industry has been battling several challenges over the past few years, which are no secret. Supply chain disruptions, increased material costs, and the residual effects of the pandemic just to name a few. Introducing steep tax hikes at this critical time will further burden our businesses, potentially leading to reduced production, layoffs, and, in some cases, closures. This would not only hurt our industry but also have a ripple effect across our state's economy, including lost tax revenue, decreased tourism, and reduced local employment opportunities.

I urge you to reconsider the structure and timing of this bill and to work with industry stakeholders to find a more balanced approach to support Oregon's alcohol producers. We are more than willing to engage in discussions to explore alternative solutions that foster both the state's economic interests and the sustainability of our local businesses.

Cheers!

Matt Dickason  
Production Manager  
2 Towns Ciderhouse



[Matt@2townsciderhouse.com](mailto:Matt@2townsciderhouse.com)  
[www.2TownsCiderhouse.com](http://www.2TownsCiderhouse.com)



**From:** [brandon whalen](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** House Bill 3610  
**Date:** Thursday, September 26, 2024 1:43:19 PM

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[You don't often get email from [brandonjwhalen@gmail.com](mailto:brandonjwhalen@gmail.com). Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification> ]

Hello,

I'm emailing because I am a brewer of 15 years and I care deeply about Oregon beer.

While I agree with the thoughts of the bill, any sort of tax on Oregon beer would be kicking an industry while it's down. Brewing is hard work. Running a brewery is hard with high overhead. Beer sales are already lower this year. I'm afraid of any tax or increase will see more loss of jobs and more closing of small businesses.

Craft beer is a huge part of Oregon culture. A culture to be proud of. People travel from all over to come here for the beer. Please don't make this industry grind to a halt.

Thank you

Brandon whalen

**From:** [Weinstock Family](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Date:** Thursday, September 26, 2024 1:23:20 PM

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You don't often get email from weinstock124@gmail.com. [Learn why this is important](#)

The tax increase will put a big strain on my new wine business. It's already a huge strain for me, and an increase in taxes will make it more difficult.

Joseph Weinstock  
New winemaker at AVP Portland

**From:** [Eric Banzer-Lausberg](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** Migration Brewing  
**Date:** Thursday, September 26, 2024 12:52:24 PM

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You don't often get email from [eric@migrationbrewing.com](mailto:eric@migrationbrewing.com). [Learn why this is important](#)

This Eric Co Founder of Migration Brewing. The proposed bill, HB 3610 would be crippling to our industry. If you didn't know the Craft Beer industry is down 10% overall in sales. Taprooms, Pubs and Grocery store business have suffered Post Covid along with the damage done to our beautiful city of Portland, Oregon.

We thrive together as a community to make a safe place for friends and family to gather and enjoy the wonderful food and beverage city and state we have created. There are already many breweries, and tap-houses that have already closed or are hanging on by a thread.

All of us understand the importance of alcohol education and treatment but our industry does not promote excessive drinking and instead we build communities, provide jobs and many give employees access to insurance and benefits including counseling for both addiction and mental health.

Please don't further damage us upon all the challenges we've had to overcome the last 5 years. Our state is known for its outstanding food and beverage experience world-wide and I would like to think everyone agrees how important this is to our state.

Thanks for your consideration.

## HB 3610 - Task Force on Alcohol Pricing and Addiction Services

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Eric Banzer-Lausberg (he/him)  
Sales Director and Co-Founder

[eric@migrationbrewing.com](mailto:eric@migrationbrewing.com) | Cell: [REDACTED]

**From:** [Bob Savage](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** No new taxes  
**Date:** Thursday, September 26, 2024 12:31:22 PM

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You don't often get email from bob@cruzfermentation.com. [Learn why this is important](#)

With inflation starting to drop, why would the state want to increase taxes of the good people within our state?

Each tax (excise) increase, manufactures have no recourse but to increase their price to the consumer. As citizens in a state that has a cost of living higher than the national average, why are we making it more difficult for individuals and families to just get by? An increase in excise tax will decrease the amount of product sold putting a strain on a already delicate industry that has created thousands of jobs for hard working Oregonians.

Please do not add any additional excise tax. Our jobs rely on it.

Best Regards,

--

Bob Savage  
Controller



**From:** [Evan Bellingar](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** Wine Tax  
**Date:** Thursday, September 26, 2024 1:35:34 PM

---

You don't often get email from [evanbellingar@gmail.com](mailto:evanbellingar@gmail.com). [Learn why this is important](#)

To whom it may concern,

Please don't raise the wine tax.

Evan Bellingar  
Founder, Bellingar Estates

**From:** [Jason Wyatt](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** 3610 Comments  
**Date:** Thursday, September 26, 2024 1:51:48 PM

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You don't often get email from wyatt.oregon@gmail.com. [Learn why this is important](#)

Feel free to tax all you want. But just be aware that you've had a huge population loss in Oregon. People are tired of it. They're tired of you. And you can add my family of five and our \$200k family income to that mass exodus if you approve this additional beer tax. Enough is enough.

Jason Wyatt  
Springfield, OR

**From:** [Nathan Cope](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 2:30:42 PM

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You don't often get email from [ncope@vonebertbrewing.com](mailto:ncope@vonebertbrewing.com). [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

As an employee in the beer industry, I've endured my job through a global pandemic, record closures of breweries, taprooms, and bars across this state. We have faced and so far conquered these challenges and many more, but a tax on the beer industry could be the last straw. I have a 3-year-old and 1-year-old and a wife at home who depend on me going out every Monday through Friday and selling beer to all of the amazing businesses across this great state. Imposing a tax would make my job as a Sales Manager be the first to get cut and would impact more families across Oregon.

I deeply sympathize with families and victims who have been rocked by the fentanyl crisis. This is hardly an Oregon problem, and more a country wide issue. I firmly believe that beer and alcohol is not the problem in this equation. I am all for ideas and open conversations on how to curb the drug problem we are facing, but again, imposing a tax on the beer community would not only alter the lives of us directly in the brewery industry and our families, but the businesses we supply our products to. Bars, taprooms, and breweries would have to significantly raise prices, on top of the insane cost of goods and inflation on the brewery side, would immediately force the hand of brewery owners to shut down operations almost immediately.

I strongly oppose this bill and urge our lawmakers to find ways to help the fentanyl problem by not gutting our entire state with more senseless taxing on everyday goods and luxuries. Please don't put the over 50,000 of us out of work and the uncountable amount of families that would be rocked by the loss of jobs that will come if this bill gets passed. This industry is already hanging on by a thread and passing this bill would certainly go a long way in eliminating the craft beer world we have so carefully cultivated for the last 30+ years. Thank you for your consideration.

Cheers,

Nathan Cope

**From:** [Tracy Fox](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 2:28:49 PM

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You don't often get email from [tracy.fox@coldist.com](mailto:tracy.fox@coldist.com). [Learn why this is important](#)

OLCC Task Force,

I'm writing to voice my strong opposition to the proposed tax increases on beer and wine. Working in the Beer and Wine industry for my entire career, including at Columbia Distributing, I am deeply concerned about the impact such a tax would have on the industry, businesses, and families like mine.

Restaurants are already suffering from high costs, crime, and the ongoing economic challenges. Raising taxes will drive up prices even further and could lead to more closures.

Additionally, with the Oregon Health Authority unable to account for millions of taxpayer dollars, I believe it's crucial to focus on accountability rather than increasing taxes.

Please oppose this harmful proposal.

Sincerely,

Tracy Fox



Wilsonville, OR 97070

**From:** [Kristen Smith](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 2:21:56 PM

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You don't often get email from kristen@archrockbeer.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

As an owner of a brewery in Oregon I am writing to comment on the proposed tax rate increase for breweries. A tax increase would put our small brewery out of business, we are operating on very low profit margins and just treading water and barely staying afloat.

Oregon's more than 300 breweries help create 50,000 jobs, \$2.8 billion in wages and \$8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes.

Cheers,

-- Kristen Smith

Co-Owner  
Arch Rock Brewing Company

**From:** [Deepak Sawhney](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 2:20:48 PM

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[You don't often get email from roshnivineyard@gmail.com. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification> ]

I am writing as a small vineyard and micro boutique wine owner of Roshni in Willamette Valley to urge you not to raise taxes on wineries or to eliminate the exemption on small wineries.

The wine industry is critical to Oregon's tourism, yet the wine industry has been besieged with financial struggles since the 2020 pandemic--closures, supply chain issues and rising costs and scarcity of labor, glass, and other supplies. Tourism and sales are down measurably this year, and just in the past six months I've seen more articles urging that people should not drink alcohol at all.

We are primarily farmers, selling the majority of our pinot noir grapes and keeping only a few tons for our own brand. Being taxed at a higher rate or losing the exemption for small wineries will be a disproportionately heavy financial hit, when the market is already in a downturn.

Sincerely and with best wishes,

Sinclair Sawhney

Co-owner with Deepak Sawhney of Roshni Vineyard in McMinnville OR

Sent from my iPhone

**From:** [Nicolette](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 2:20:45 PM

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You don't often get email from [nicolette@youngberghill.com](mailto:nicolette@youngberghill.com). [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, \$2.4 billion in wages, 2.3 million tourist visits and \$8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing \$72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Nicolette Nickolaou  
Owner, Youngberg Hill  
McMinnville OR 97128



**From:** [Tony Rynders](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 2:18:58 PM

---

You don't often get email from tony@tendrilwines.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, \$2.4 billion in wages, 2.3 million tourist visits and \$8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are markedly down.

The winery that I own is facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. I need certainty and stability in this tax code. Please DO NOT raise my taxes.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I strongly oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Sincerely,  
Tony Rynders

Owner/Winemaker  
Tendril and Child's Play Wines  
[www.tendrilwines.com](http://www.tendrilwines.com)

**From:** [Emma Vieregg](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 2:17:52 PM

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[You don't often get email from [emma@etfillewines.com](mailto:emma@etfillewines.com). Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification> ]

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, \$2.4 billion in wages, 2.3 million tourist visits and \$8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing \$72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

--

Cheers,

**From:** [Kim McLeod](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 2:16:15 PM

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You don't often get email from kim@anneamie.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, \$2.4 billion in wages, 2.3 million tourist visits and \$8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing \$72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Thank you,  
Kim

Kim McLeod

**From:** [Julie Mettille](#)  
**To:** [OLCC,Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 2:04:05 PM  
**Attachments:** [Outlook-A black tr](#)

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You don't often get email from [julie@ambarestate.com](mailto:julie@ambarestate.com). [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, \$2.4 billion in wages, 2.3 million tourist visits and \$8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing \$72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.



**Julie Mettille**

General Manager – Ambar Estate

Newberg, OR 97132

P: [REDACTED] C: [REDACTED]

Willamette Valley's First Regenerative Organic Certified® Vineyard

**From:** [Amanda Conley](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 2:03:31 PM  
**Attachments:** [image001.png](#)  
[image002.png](#)

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You don't often get email from amanda@dobbесfamilywinery.com. [Learn why this is important](#)

This would make an industry that is already struggling and about to fall apart (take a look at WA). The wine industry, if given some time to recover **fires and a recession** is a revenue and tourist driving industry. We're full of small producers MAKING IT BY. This tax increase is the last thing the community needs right now.

Thank you,



Amanda Conley | Direct to Consumer Sales Manager

Cell: [REDACTED]

Office: [REDACTED]

[REDACTED] | PO Box 517 | Dundee, OR, 97115

[www.dobbесfamilywinery.com](http://www.dobbесfamilywinery.com)

[www.winebyjoe.com](http://www.winebyjoe.com)

**DOBBES**  
FAMILY WINERY

WINE BY *joe*

**From:** [David Takush](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 1:59:18 PM

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You don't often get email from davidtakush@gmail.com. [Learn why this is important](#)

Dear HB3610Task Force Members,

I am writing as a concerned Oregon citizen and as an Oregon State University Alumni and College of Agricultural Sciences Luminary Award Recipient. I am appalled at the blatant manipulation of data and the intentional misrepresentation of the truth presented by the Oregon Health Authority and Representative Sanchez. As a scientist it is offensive to see misinformation being weaponized against local Oregon businesses. As an Oregon citizen it is alarming to see the misuse of funds by the OHA and the lack of any accountability whatsoever.

- Oregon already has some of the highest per capita funding for addiction recovery in the United States, yet the Oregon Health Authority (OHA) has failed to account for \$72 million of these funds.
- It is disturbing that Chair Sanchez chose to extend the task force's deadline and open a public comment period only after realizing that the majority of the task force members did not support a tax increase.
- The OHA has actively suppressed data that contradicts their push for higher taxes. A study they commissioned found that taxes are ineffective at reducing excessive alcohol consumption, yet this information was withheld because it didn't align with their agenda. This lack of transparency is not only unethical but also undermines public trust in our institutions.
- The OHA has been unable to provide basic data on the number of recovery patients, the utilization of recovery beds, or the specific areas where capacity is strained. Without this data, how can we justify the need for more funds?

I am strongly opposed to raising Oregon's alcohol taxes and I am urging task force members to reject any attempts to raise alcohol taxes on Oregon's already struggling craft wine, beer, and cider producers.

David Takush  
M.S. Oregon State University - Food Science & Technology  
Alumni Luminary Award Recipient 2018  
Member of the NWCA  
Member of the ACA

**From:** [andrew@finnriver.com](mailto:andrew@finnriver.com)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 1:58:30 PM

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You don't often get email from [andrew@finnriver.com](mailto:andrew@finnriver.com). [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

The Pacific Northwest is home to the vast majority of America's cideries because we're uniquely an area with an abundance of fruits, such as apples, pears and berries. Cider is truly one of Oregon's original homegrown products. And half of Oregon's roughly 70 cideries are women-owned businesses.

But Oregon cidemakers are facing major challenges. Between inflation on the cost of ingredients (100% increase in fruit juice prices!), supply chain issues, employee shortages, natural disasters, wildfires and a pandemic, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's \$470 million behavior health package, Measure 110's \$300 million and \$600 million from the opioid lawsuit settlement and the 2024 legislative investment of \$211 million for housing, mental health and addiction services – far more than \$1 billion in new funding. What's worse, the Oregon Health Authority (OHA) presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing \$72 million is twice as much as what the state receives from cider, beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

As a Washington State Cidery and member of the NWCider Association the success of Oregon Cideries is paramount to the bio-regional identity that we co-create. I do business in Oregon as good neighbors do. I buy apples grown in Oregon, and I want a successful Oregon Cider Industry and a successful Oregon State. The details of this legislation do not support both of these goals and I stand with my Oregon compatriots in opposing this bill.

Cider is a vital part of Oregon's economy and identity, and its cidemakers need the support of Oregon lawmakers. I oppose raising Oregon's cider taxes and you should too.

Cheers,

Andrew Byers he/him  
Operations Director  
Finnriver Farm and Cidery



[Finnriver.com](http://Finnriver.com)

**From:** [Jessy Hill](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 1:54:20 PM

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You don't often get email from [jessy@artistblockwine.com](mailto:jessy@artistblockwine.com). [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

According to the OR winegrowers association, Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, \$2.4 billion in wages, 2.3 million tourist visits and \$8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down. Our winery is a startup, only a year old, and on shaky ground enough. We need the help of our lawmakers to remain in this business that we so love by protecting our tax code and not raising them.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing \$72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers. THE MARK HAS BEEN MISSED HERE.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map. Most of these wineries are small businesses that have to constantly fight an uphill battle to stay competitive.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Cheers,

Jessy

--



**Jessy Hill**

General Manager



[jessy@artistblockwine.com](mailto:jessy@artistblockwine.com)

[www.artistblockwine.com](http://www.artistblockwine.com)

[Redacted] Dundee, OR 97115



**From:** [Spencer Spetnagel](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 1:53:29 PM

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You don't often get email from [spencer@durantoregon.com](mailto:spencer@durantoregon.com). [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, \$2.4 billion in wages, 2.3 million tourist visits and \$8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing \$72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Cheers,  
Spencer Spetnagel  
*Winemaker*  
**DURANT** | [@durant\\_oregon](#)  
*Durant Vineyards | Durant Olive Mill*  
*Durant at Red Ridge Farms*  
[REDACTED]  
Dayton, OR 97114  
[REDACTED]  
[spencer@durantoregon.com](mailto:spencer@durantoregon.com)

*Currently Enjoying: 2021 Coyote Pinot Gris*



**From:** [Ryan Nicolai](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 1:49:17 PM

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You don't often get email from ryan.nicolai@gmail.com. [Learn why this is important](#)

To whom it may concern,

I am writing this letter to vocalise my staunch objection to the proposed increase in taxes on the alcohol production in the State of Oregon for three specific reasons.

My first reason to oppose this measure is the irreparable impact a tax increase would have on small and medium sized business in the State of Oregon. The vast majority of beer produced in the state is made by companies of fewer than 250 employees. Large national breweries would barely be affected by this increase in comparison to the employers within out state due to the massive economies of scale for these chain breweries. This means more businesses shutting down. Further, brewers are already incredibly underpaid as an industry. This tax would impact employers abilities to provide the necessary pay increases in the future. If we as a state believe in the ability to provide our employees with fair wages, retirement accounts, healthcare and safe work places, we must not allow this bill to increase the taxation on alcohol production.

My second reason to oppose this tax is that Oregon has currently, to my understanding, the highest tax rate per barrel of beer produced in the nation. With most breweries being small and medium businesses, their operating costs are significantly high. In review of my former companies financials we ran with approximately 15% net revenue on a per barrel state. The average 1/2 barrel of beer produced in Oregon costs about \$200, meaning most breweries are averaging \$30 in net profit per barrel. Increases to an antiquated tax under the guise of alcohol rehabilitation is unnecessary.

Finally, as a resident of the State of Oregon, I oppose any taxation on the production of goods sold within our state. Ultimately, this tax would be passed along to the consumer. Oregon residents are taxed in a multitude of ways, the primary of which being state tax on our income. By placing pass-through taxes on goods and services, the OLCC and Oregon leadership are double-taxing it's residents to serve a purpose that is not needed. Add to this the fact that there is no information regarding how much of an increase this bill proposes is concerning. Perhaps if leadership was more transparent with their plans here, those impacted by this choice would be more willing to have a dialogue on this increase; but the fact that there isn't even a mention of how much this bill proposes to increase taxes by is inherently blinding us from being able to have a reasonable discussion about this proposal.

Sincerely,

--

Ryan Nicolai

**From:** [Grey Horton](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 1:49:12 PM

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You don't often get email from greyhorton@gmail.com. [Learn why this is important](#)

As a long time beer lover, I'm concerned that many small breweries are barely profitable and this excise may shutter quite a few, putting skilled, hardworking Oregonians out of work. I have many friends who do or have worked in the brewing industry here and can't imagine things going better for them or their breweries if this comes to pass.

Like many Oregonians, I very much do not like anything that 'feels' like a sales tax, so the proposed method of taxation is extremely unappealing. What works with cannabis, an entirely new legal product, may not sit well with such a long established market as beer in Oregon. I can't imagine paying an extra fee every time I order a pint at a bar.

As a teacher, I am firmly convinced that the biggest key to preventing alcohol addiction is better support of children both in and out of school. Both intergenerational trauma and individual trauma (especially when young) play a much larger role in alcohol addiction than the availability and price of alcohol.

It's hard to be a good parent in this economy with many parents working two jobs in addition to both parents working. During Covid I saw many students who had to take care of younger siblings because both parents were at work. The parents, children, and teachers need more help. This would make a much larger difference than any tax or program the OLCC could institute.

I hope that the OLCC discusses these topics with other departments to determine if the proposed program even makes sense for the OLCC.

-Grey Horton

**From:** [Brian Cluver](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Comments  
**Date:** Thursday, September 26, 2024 1:47:50 PM

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You don't often get email from [brian@johanvineyards.com](mailto:brian@johanvineyards.com). [Learn why this is important](#)

To whom it may concern

Our business that employs a number of people is currently struggling under the burden of inflation pressures, high taxes, and cheap imported competitors.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Another tax will result in decreased sales and loss of work for our team.

Regards,

Brian Cluver  
he/him/his

General Manager  
mobile: [REDACTED]  
[email: brian@johanvineyards.com](mailto:brian@johanvineyards.com)  
[REDACTED] Rickreall OR 97371

**From:** [Jesse Yun](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Opposition  
**Date:** Thursday, September 26, 2024 2:00:57 PM

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You don't often get email from [jesse@ecoshuttle.com](mailto:jesse@ecoshuttle.com). [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon is renowned for its more than 1,100 wineries and 1,500 vineyards, contributing significantly to our economy by creating 50,000 jobs, generating \$2.4 billion in wages, attracting 2.3 million tourist visits, and driving \$8 billion in economic activity annually. However, in the wake of the pandemic, there has been a decline in wine consumption and sales.

The small, family-owned wineries and growers are facing unprecedented challenges, including decreased sales and foot traffic in tasting rooms, rising employee costs, natural disasters, supply chain disruptions, and escalating expenses for goods. These local businesses need the support of lawmakers to thrive, which means ensuring stability and certainty in our tax code rather than imposing new taxes.

There is currently ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority has reported that it cannot account for \$72 million—over 7% of its spending on substance use disorder programs in 2021-2023—and has yet to utilize all allocated funds. This missing amount is double what the state collects from wine and beer taxes each biennium. If enhancing substance use disorder funding is a legislative priority, we urge the legislature to leverage more than the existing 3% of alcohol revenues before considering tax increases that would further burden our already struggling local businesses.

At ecoShuttle, we believe that wine tourism is not just vital for the economy but also a key component of Oregon's identity. We advocate for sustainable transportation solutions that support wineries and enhance visitor experiences. By investing in eco-friendly transit options, we can promote responsible tourism and foster a stronger connection between visitors and our local wine culture.

Wine is a cherished part of Oregon's economy, and our wineries and growers deserve robust support from our lawmakers to continue producing the world-class wines that have put Oregon on the map.

Therefore, I oppose raising Oregon's wine privilege tax and encourage lawmakers to stand with our local wine industry and sustainable transportation initiatives.

Thanks for your time,



**Jesse Yun**

VP/Director of Sales | *ecoShuttle Charters & Tours*

**P:** [REDACTED]  
**C:** [REDACTED]  
**F:** [REDACTED]  
**E:** [Jesse@ecoshuttle.com](mailto:Jesse@ecoshuttle.com)

**Weekend/Night Dispatch:**

**From:** [John Bell](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HB 3610 Task Force Comments  
**Date:** Thursday, September 26, 2024 2:16:13 PM

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You don't often get email from [john@cathedralridgewinery.com](mailto:john@cathedralridgewinery.com). [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, \$2.4 billion in wages, 2.3 million tourist visits and \$8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries (like our 20 year old, second generation business), and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing \$72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Cheers,

John

John Bell  
President & COO  
Cathedral Ridge Winery

(M)   
[john@cathedralridgewinery.com](mailto:john@cathedralridgewinery.com)

**From:** [Whitney Burnside](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** HBC 3610  
**Date:** Thursday, September 26, 2024 2:18:21 PM

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You don't often get email from whitney@grandfirbrewing.com. [Learn why this is important](#)

Dear Oregon Lawmakers,

Oregons beer industry has been in major trouble for years now since the pandemic. With many closures due to inflation and the lack of business. Portland has been very slow to come back from the pandemic and we are still trying to stay afloat. Portland has become a destination for its beer and wine. Most of Oregon's breweries are small businesses. This proposed beer tax would absolutely cripple the beer industry in Oregon for everyone and put so many individuals out of work.

I started Grand Fir Brewing with my husband in November 2022 without any investors. We pooled our savings and are trying everything we can to keep our doors open. This brewery is not only our passion, it is the only thing we have. This tax increase would not only shut our doors, but it would put us and others in a horrible situation. We would lose everything we have including our house and cars.

Please do not let this outrageously huge tax increase happen.

Best,



*Whitney Burnside*  
Brewmaster/Co-Owner  
Grand Fir Brewing

c: [REDACTED]

<https://www.grandfirbrewing.com>

**From:** [Scott Neal](#)  
**To:** [OLCC.Communications \\* OLCC](#)  
**Subject:** House Bill 3610 Comments  
**Date:** Thursday, September 26, 2024 1:54:22 PM

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You don't often get email from [scott@cdtvineyard.com](mailto:scott@cdtvineyard.com). [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Our valuable wineries in Oregon help create 50,000 jobs, \$2.4 billion in wages, 2.3 million tourist visits and \$8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less the pressure on our small family owned winery is extreme and the outlook for the near future continues to look bleak.

Like our winery, most of Oregon's wineries are small, family-owned wineries trying to navigate a changing landscape and endeavor to be good community citizens. Between the decline in sales and visitation to tasting rooms, rising employee expenses, supply chain issues and increasing cost of goods, our business needs the support of lawmakers more than ever to remain viable. And that means certainty and stability in our tax code, not more taxes.

From what we see, there is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing \$72 million is twice as much as what the state receives from wine and beer taxes per biennium. The legislature should utilize more than just taxes on alcohol revenues to fund alcohol recovery programs and look to hold OHA to properly utilize their current funding before proposing tax increases on already struggling Oregon businesses. Frankly, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate and responsible consumers.

Wine is a vital part of Oregon's economy and identity, and we are stewards of our lands and contribute to our rural community's viability. Wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map and continue to provide prosperity for many of our smaller communities.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Best regards,

**Scott Neal**

Owner/Winemaker

[www.cdtvineyard.com](http://www.cdtvineyard.com)

**From:** [Anthony Van Nice](#)  
**To:** [OLCC,Communications \\* OLCC](#)  
**Subject:** I Oppose Raising Oregon's Wine Privilege Tax  
**Date:** Thursday, September 26, 2024 1:59:53 PM  
**Attachments:** [image001.png](#)

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You don't often get email from [anthony@solenaestate.com](mailto:anthony@solenaestate.com). [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, \$2.4 billion in wages, 2.3 million tourist visits and \$8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing \$72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Cheers,

Anthony Van Nice



[Anthony Van Nice](#)  
President of Soléna Estate

[REDACTED]  
97148

M: [REDACTED]

Yamhill, OR