

From: [Boyd Pearson](#)
To: [OLCC.Communications * OLCC](#)
Subject: Strong Opposition to Any Proposed Tax Increase
Date: Thursday, September 26, 2024 1:52:19 PM

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

Dear Members of the HB 3610 Task Force,

I am writing to express my strong opposition to any proposed tax increase on wine under HB 3610. As a member of Oregon's wine industry, I believe it is important to voice concerns about how such a measure could negatively affect our industry, which is not only a vital part of Oregon's economy but also a significant point of pride for our state.

Oregon already has one of the highest tax rates in the country. Businesses and wealthy individuals are leaving the state due to these high costs.

See here: **Survey: Business leaving due to taxes**

<https://oregonbusinessreport.com/2021/10/survey-business-leaving-due-to-taxes/>

And here: **Survey Shows Stunning Number of Businesses are Considering Leaving Oregon Due to Taxes**

<https://oregonbusinessindustry.com/survey-shows-stunning-number-of-businesses-are-considering-leaving-oregon-due-to-taxes/>

And here: **Portland Has Highest Income Taxes in the U.S.: Are We Getting Our Money's Worth?**

<https://cascadepolicy.org/tax-and-budget/portland-has-highest-income-taxes-in-the-u-s-are-we-getting-our-moneys-worth/>

Introducing a further tax increase, particularly on an industry that has been one of Oregon's success stories, seems extremely counterproductive.

The wine, beer, and spirits industry in Oregon contributes significantly to both our state's economy and reputation. Instead of targeting this sector for additional taxes, we should be celebrating and supporting it. The industry creates jobs, promotes tourism, and serves as an ambassador for Oregon's unique culture and craftsmanship.

I urge the Task Force to consider the broader implications of this proposal and to focus on solutions that foster growth and sustainability within the wine industry, rather than placing additional burdens on businesses that are already feeling the pressure of high taxes and economic uncertainty.

Thank you for your consideration. I hope you will act in support of Oregon's thriving wine community, rather than imposing further financial strain on an industry that has

done so much for our state.

Sincerely,
Boyd Pearson

Boyd Pearson
National Sales & Marketing Manager
Anne Amie Vineyards

 - Winery
- Mobile

boyd@anneamie.com

www.anneamie.com

From: [Ron Benza](#)
To: [OLCC.Communications * OLCC](#)
Subject: View on Wine Tax Increase
Date: Thursday, September 26, 2024 2:25:11 PM

You don't often get email from ron@benza.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—Ron Benza,
Owner, Benza Vineyards



Ron Benza

P: [REDACTED]
E: ron@benza.com
A: [REDACTED] Hillsboro, OR 97123
Benza.com



From: [Jessica Endsworth](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 comments
Date: Thursday, September 26, 2024 3:07:49 PM

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


To the decision-makers in Oregon,

Please vote “no” for tax bill 3610. Raising taxes on a declining industry still recovering from the devastation of the pandemic and the negative image of our state would be disastrous. This small and motivated wine industry is built upon the foundation of small, family-owned businesses who need all of the help they can get to sustain themselves. More than 70 percent of our wineries make 5,000 cases or less per year, eking out a living in a wine region we love.

Although there is heavy investment in our region and it is growing, now is not the time to tax. There is a war on alcohol and potential recession coming that we have the foresight to avoid added hardship to our industries. Vote no on this bill at this time and let’s enjoy a little financial relief over a glass of Oregon Pinot Noir.

Sincerely,

Jessica Endsworth

Jessica Endsworth | VP of On Premise & Education
NW Wine Co
Jessica@nwwineco.com


From: [Garrison Schmidt](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 3:44:45 PM

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

To whom it may concern,

My name is Garrison Schmidt, I am the Head Brewer at Block 15 in Corvallis. I am writing to you about the proposed tax increases on beer, wine, and cider, and why it would be difficult for my family.

I started working at Block 15 in 2013, in their dish pit, to pay for rent while attending Oregon State University. I quickly moved into the kitchen, and in spring of 2016, I graduated with a degree in Fermentation Science and moved into the brewery. I saw from the older brewers around me that this job could become a career. People devoted their lives to the art and science of brewing, and one could make a living that could support a family, which is what my wife and I wanted to do.

Fast forward to now, 8 years later. I am the head brewer here, and I've worked very hard to get where I am. I did get to start my family. I still, however, work two jobs, because the acceptable industry pay scale has not moved with the exponential growth in prices of everyday life post-pandemic. Brewers are barely making a living wage.

We represent the very best side of the beverage production spectrum. We go out of our way to educate our patrons, encourage moderation, offer addiction and mental health services for our staff, and refuse to market to children as a matter of principle.

If you impose a tax on the brewery, that ultimately gets passed on to us, just regular folks trying to make a living. Please don't place a further burden on our already struggling industry. For some of us, it is our way of life on the line.

Thanks for reading,

-Garrison Schmidt, Head Brewer, Block 15 Brewing Company

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Prost!

Garrison Schmidt

Head Brewer



From: [Griffin Zeller](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 3:39:49 PM

You don't often get email from griffinzeller3@gmail.com. [Learn why this is important](#)

Hello,

My name is Griffin Zeller, a resident of South East Portland. I'm writing about bill HB 3610. Living in Portland has opened me up to a whole side of beer that I didn't realize existed. Everyone who visits me from outside the state is astounded by the quality and the uniqueness of each brewery. There is something for everyone. It makes me proud to be an Oregonian. Not just beer, but breweries in Portland and Oregon have pushed the boundaries of what regular brewery food is. We're not limited to the terrible pretzels that are on every brewery's menu across the country. I'm very worried that this tax will have catastrophic effect on the beer industry in Oregon. Small businesses in Oregon already take on a tremendous tax burden, and this newest tax could be the final blow on an industry that is already struggling. We've already lost so many great breweries in Portland, and if we lose many more we will lose part of what makes the state and city of Portland special. There is nothing better than enjoying the great nature the state has to offer, and then enjoying a local craft beer after. It's the perfect combo.

Thanks,
Griffin Zeller

From: [Colin Patrick Rath](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 3:33:55 PM

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

Dear HB 3610 Task Force and Oregon Lawmakers,

I'm the Director Of Pubs & Co-Founder of Migration Brewing.

If HB3610 is passed, you will put dozens of local companies out of business and kill hundreds of living wage jobs.

HB 3610 would be crippling to our industry. Oregon's craft brewing industry is a vital component of our state's economy that supports 50,000 jobs and contributes nearly \$9 billion in economic activity every year. That being said, our proud and innovative industry is currently facing significant challenges. We've lost nearly 50 breweries, brewpubs, and taprooms in the past two years. The situation has been compounded by a sharp decline in both draft and package beer sales.

The last 5 years have been extremely challenging for our local small businesses. From inflation, supply chain disruption, and labor shortages; to population exodus, and a major loss of tourism, the blows have been heavy. Our once vibrant beverage industry is still trying to build back from the global pandemic while already contributing over \$1 billion in annual tax revenues. Oregon's craft brewers cannot withstand another major financial blow.

Alcohol education and treatment is a vital piece to our healthy communities. It is time we take a good look at how the current state, and Oregon Health Authority budgets are being utilized during this crucial time rather than trying to squeeze more revenue out of a struggling industry.

I hope you do the right thing for the long term health and success of Oregon.

--

Cheers,

Colin

Colin Rath (he/him)
Pubs Director & Co-Founder

Colin@migrationbrewing.com | Cell: [REDACTED]

From: [ted zika](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 3:28:03 PM

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

Hello,

I am a citizen of Portland and am an avid Oregon beer fan. I have lived here since 2019 and have enjoyed Oregon beer (particularly Pfriem and Deschutes) since I was 21 years old. While I understand the purpose of House Bill 3610 was created to help with alcohol addiction, I am concerned about the potential impact a tax would have on Oregon's beer scene. Many of the breweries I frequent have educated their patrons on the negative impact that a tax could have on their business. They aren't against helping addicts get treatment. They just feel that this tax would do more harm to local businesses than help addicts. Many of them have expressed that they will likely have to close because they cannot sustain the other high costs of running a business.

I appreciate that the bill is trying to help addicts, but I think other options can be explored before implementing a new tax that will hurt local businesses. I would be happy to be a resource if you would like to explore this situation further.

Sincerely,
Ted Zika

From: [Michelle Humphrey](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 3:23:18 PM

You don't often get email from michelle@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!

MICHELLE HUMPHREY | MARKETING MANAGER

e | michelle@pfriembeer.com

p | [REDACTED]

w | www.pfriembeer.com

n | [Join the pFriem Community](#)

[REDACTED]

Hood River, OR 97031

From: [Laura Jasinek](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 3:20:28 PM

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

Hello,

My name is Laura Jasinek. I am a business owner in Bend, Oregon, I am a single mother to a 10 year old girl, a homeowner, and a lover of Oregon Brewed Beer.

I joined the Sunriver Brewing Company team and work in the Accounts Payable/Receivable, Team Services department at the Brewing Production Facility for Sunriver Brewing Company. I have learned of this opportunity to comment on HB 3610 and would like to express the importance of this industry to me.

I may not know all the in's and out's of this bill and the taxation proposal etc... but I do understand beer and the taproom/pub environment from my time working here in this industry.

I also understand addiction and the necessity to find the dollars to help minimize the costs of rehabilitation services for those that need it in Oregon but may not be able to afford it. I sympathize with this, but I also feel like there are other ways to support individuals who qualify for addiction support.

One concern I have is for the consumer. Our customers are already spending more money for these wonderful, locally produced products they love so much. They do this because they support the brewery, the employees and the products they produced. I've seen it firsthand here in the Brewery/Taproom as I sell packaged beer for our customers to take home. The customers down here in Sunriver at our Brewery Dock Sales/Taproom are an exceptionally loyal bunch. However, even these folks will have their financial limits.

And of course, as a worker in this industry, the business operations and bottom lines are also a huge concern of mine. Unfortunately, even a few years later, businesses are still recovering from the cost inflation of the 2020-2022 days when the pandemic created a huge rise in the cost of ingredients, fuels and supplies, even labor. These costs have not returned to what they once were. While housing expenses, interest rates etc... are still so high, I hope that we can give the consumer a break by not adding additional taxation onto locally produced products. These breweries are filled with so much creativity, so much heart, and from the small snippet of the Brewery Industry that I observe here in Sunriver and with competitions such as the Oregon Beer Awards, I see a community that is strong, powerful, and most importantly PASSIONATE about what they do! I see the excitement in the brewers eyes as they create new brews, new flavors, experiment with new concepts. These wonderful production sites really do contribute to the happiness of our communities when they're able to provide livable wages to their employees. Mental Health of our workforce should be priorities by all levels of this industry from suppliers to production sites to OLCC workers who, indirectly, influence the consumers experience as well as the Breweries themselves.

I sure would hate to see business suffer while trying to provide for their staff to ensure their staff can survive in this very expensive climate we currently live in today - I would love to say Central Oregon specifically is expensive, but I understand that rent/home prices in Oregon as a

whole is insanely high and our wages barely support the growth of a human. I hope to some day see life as more affordable than what we are all experiencing in this current moment so that our children can have a bright future. I'd love to rehabilitate my savings account for my daughter's college education... but if I work for a company that is maxed out and selling less product because of a tax on this product, that could result in a wage decrease, or a halt in my own earnings. I would be severely disappointed that I worked my best efforts but still fell short to provide a future that is beneficial for my one daughter.

If you'd like to hear more from me, feel free to give me a call on my cell. [REDACTED]

Thank you for your time, your efforts in keeping our community a thriving one, and for keeping our consumers and industry workers safe.

Best,

Laura Jasinek
Bend, OR

From: [Steve JL](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 3:14:17 PM

You don't often get email from jlsteve77@gmail.com. [Learn why this is important](#)

Dear Oregon Representative

I want to register my strong objections to HB 3610 and the whole process that brought it forward. I have listened in on several of the committee meetings and found the following:

1. The OHA tried to hide, then lied about, the report we taxpayers paid for, which showed very little impact of raising alcohol taxes on alcoholism outcomes.
2. OHA made up financial justifications where data was taken from sources known to have been changed/adjusted, for example by the CDC, and flat out couldn't even multiply and add correctly to get numbers that were totally misaligned with reality.
3. The OHA does not even track the actual utilization of drug treatment centers or even if these facilities are meeting state guidelines for acceptance of low income patients. It seems these centers quietly turn away low income patients because the Oregon Health Plan reimbursement is below their costs based on comments from treatment facility personnel to the committee.
4. The OHA is still holding over \$139 million in funds from M110 for drug treatment which it has not used. And Oregon's funding for addiction recovery services is already one of the highest in the nation.
5. The OHA has not shown any ability to impact the drug addiction problems even with a budget that has more than doubled in the past 5 years. I do understand that COVID impacts all of this. But when OHA admitted they couldn't account for/lost \$72 million one has to question competence. How many businesses could just "lose" that amount and write it off on their taxes.
6. The only segment of alcohol sales that is growing in Oregon in the last decade is hard liquor, which is sold exclusively by the State of Oregon!!!! And the State just committed an additional \$150 million for hard liquor sales/distribution expansion???
7. During the committee hearing it was basically admitted that this bill is the result of a US wide group trying to push prohibition again through huge tax increases. We tried this a century ago. Do we expect it to go better this time??? California over taxed marijuana and now has a growing drug mafia.

8. Youth alcohol consumption has decreased by 50% in the past 10 years and is now at an all time low for the state, yet this bill is focussed on funds specifically for youth education and prevention.

9. The beer and wine business in Oregon is a large employer and has significant economic impact on the state. With the disruptions of COVID on demand, supply chain and labor, and the fire/smoke impacts on the wine industry have created a dramatic downturn for the industry, with many businesses collapsing. None of this seemed to be even considered by the OHA or Oregon legislative members of the committee.

Bottomline this was a dismally dishonest process to produce a result I would bet a majority of the people of Oregon do not want. Time to kill it permanently!

In my opinion what would be of value in addressing the addiction issues is to help the industry with support for infrastructure for creating high quality, low/no alcohol products and keeping cheap, high alcohol products out of convenience stores.

Steve Jewell-Larsen

From: [David Lauer](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 3:11:08 PM

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

Dear HB 3610 Task Force and Oregon Lawmakers,

I'm writing to you to let you know my opposition to the proposal to raise Oregon's Wine Privilege Tax. My family's winery, Bryn Mawr Vineyards, has become a vital part of the Mid-valley's culture at large. Over the course of our 15 years of operation, we have given tens of thousands of locals and visitors a place to find peace, respite, and camaraderie amongst a tumultuous world. Our site celebrates the beauty of regenerative farming amongst our state's gorgeous landscapes. Our responsible hospitality team ensures a safe and mindful environment for consumption. We host a large charity auction each year that raises nearly half a million dollars for Family Building Blocks, a noble local charity. We contribute wines to dozens of other charitable auctions and causes. We have been embraced by our local community and would genuinely like to think we have been active agents in fostering culture for our region.

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. Wine is a critical part of our regional identity, and our winery alone contributes over \$500,000 in direct wages to our small team of employees each year in addition to providing them stable employment and healthcare.

Oregon's small, family-owned wineries and growers are already facing major challenges. Between an overall decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, the wine industry hasn't operated on such tight margins in decades. Local wine businesses need the support of lawmakers to simply remain viable at this point. 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: [McKean Banzer-Lausberg](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 3:07:24 PM

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

Dear HB 3610 Task Force and Oregon Lawmakers,

I'm the CEO & Co-Founder of Migration Brewing.

If HB3610 is passed, you will put dozens of local companies out of business and kill hundreds of living wage jobs.

HB 3610 would be crippling to our industry. Oregon's craft brewing industry is a vital component of our state's economy that supports 50,000 jobs and contributes nearly \$9 billion in economic activity every year. That being said, our proud and innovative industry is currently facing significant challenges. We've lost nearly 50 breweries, brewpubs, and taprooms in the past two years. The situation has been compounded by a sharp decline in both draft and package beer sales.

The last 5 years have been extremely challenging for our local small businesses. From inflation, supply chain disruption, and labor shortages; to population exodus, and a major loss of tourism, the blows have been heavy. Our once vibrant beverage industry is still trying to build back from the global pandemic while already contributing over \$1 billion in annual tax revenues. Oregon's craft brewers cannot withstand another major financial blow.

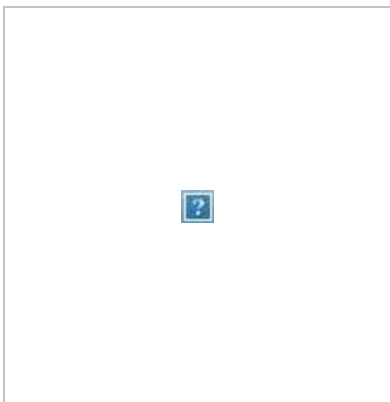
Alcohol education and treatment is a vital piece to our healthy communities. It is time we take a good look at how the current state, and Oregon Health Authority budgets are being utilized during this crucial time rather than trying to squeeze more revenue out of a struggling industry.

I hope you do the right thing for the long term health and success of Oregon.

--

McKean Banzer-Lausberg (he/him)
CEO & Co-Founder

mckean@migrationbrewing.com | Cell: [REDACTED]



[BUSINESS OF THE YEAR](#)

From: [Denise Ruiz](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 3:06:40 PM

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

Dear HB 3610 Task Force and Oregon Lawmakers,

I am writing to express my strong opposition to any proposed increase in Oregon's beer taxes. Our state boasts over 300 breweries that generate approximately 50,000 jobs and contribute \$8.7 billion in economic activity annually. However, we have lost nearly 50 breweries in the last two years alone, showcasing the dire state of our local brewing industry.

Oregon breweries are already facing significant challenges, including rising ingredient costs, supply chain issues, and a labor shortage. Adding more taxes would further threaten their survival and hinder their recovery from the pandemic. Our local businesses need stability in the tax code, not more financial burdens.

While addressing substance use disorder (SUD) is crucial, raising beer taxes will not effectively tackle this issue. Oregon spends significantly on addiction recovery and prevention, yet there are accountability concerns within the Oregon Health Authority (OHA). A recent report revealed a staggering \$72 million unaccounted for in SUD program spending.

Instead of increasing taxes on struggling breweries, we should focus on ensuring that existing funds are used effectively. The OHA must be audited before any tax hikes are considered.

Beer is not just a beverage; it's part of Oregon's identity and economy. I urge you to oppose raising beer taxes and support our local breweries, which are essential to our communities.

Thank you for considering my viewpoint.

Sincerely,
Denise Ruiz



Woodburn OR 97071

From: tom@cruxfermentation.com
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 3:02:18 PM

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

Dear HB 3610 Task Force and Oregon Lawmakers,

I am an employee at *Crux Fermentation Project for* for the last 10 years. 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 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 an my family into the Oregon Health Plan. Breweries already pay more in taxes per beer then 75% of other states including our neighboring states. My family and I are proud to work at *Insert Brewing* and our contribution to our community. Please do not tax us out of our benefits!

Sincerely,

Tom Black
National Sales Manager
Cell [REDACTED]

From: [Jeff Long](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 3:00:56 PM

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

To whom it may regard,

I am writing to you today to ask that you do not pass HB 3610. I have been employed in the craft beer industry for 15 years and my family depends on my income. If this bill is passed, my industry will be burdened with additional costs that will make my employer have to cut labor costs and could ultimately mean I am out of a job. We have only just begun to recover from the challenges of the Covid-19 pandemic ban on on-premise consumption and this additional business cost could be the nail in the coffin for my employment.

Thank you for your time and consideration,

Jeff Long
ColdFire Brewing
Eugene Oregon

From: [Colin Rowan](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 2:55:15 PM

You don't often get email from colinmrowan@gmail.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.

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.

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

Cheers,

From: [Sue-Li Cushman](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 2:47:27 PM

You don't often get email from sue-li.cushman@coldist.com. [Learn why this is important](#)

HB3610 Task Force Chair and Members,

I am writing to express my strong opposition to any proposed increase in taxes on beer and wine. Having worked my entire career in the Beer and Wine industry, including at Columbia Distributing Company, I can personally attest to how such a tax would negatively impact my livelihood, my family, and my customers.

The on-premise restaurant business has already been devastated by closures and rising costs, compounded by crime and a lack of police response, particularly in downtown Portland. Increasing taxes will only add to these challenges, driving up food and beverage costs and pushing more businesses into closure.

Moreover, the Oregon Health Authority (OHA) has been unable to account for millions in funding, and without accountability, giving more taxpayer money is not the solution. Existing taxes should be better utilized before any further burden is placed on taxpayers.

Now is not the time to increase taxes. I urge you to consider the damaging consequences on Oregon businesses and families, and oppose any new taxes on beer and wine.

Sincerely,

Best Regards,

Sue-Li Cushman

Director of Direct Sales

Columbia Distributing

██████████ Wilsonville, OR 97070

██████████ (office) | ██████████ (cell)

Website: www.coldist.com | **Online Ordering:** <https://coho.my.site.com/>

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[Customers](#) || [Oregon Customers](#) |

From: [Stephen Hatch](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 2:41:35 PM

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

OLCC Alcohol Task Force,

I am writing to express my opposition to raising alcohol taxes and to highlight the Oregon Health Authority's (OHA) misuse of data. OHA has repeatedly provided false information about Oregon's addiction rates, claiming that we rank second in the nation despite the fact that the federal government retracted the data they are relying on. This misleading narrative has shaped public policy in harmful ways, including proposals to raise alcohol taxes.

Rather than raising taxes, we need to focus on transparency and accountability. OHA cannot account for millions of dollars spent on addiction recovery, and they have no system in place to evaluate whether the money has made a difference. Raising taxes based on such misinformation would harm local businesses without addressing the real issues. Please oppose any increase in alcohol taxes.

Sincerely,

Cheers,

Stephen Hatch
IT Technical Analyst | Information Technology
Columbia Distributing
Direct Line: [REDACTED]
Support Center: [REDACTED]
www.coldist.com

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From: [Taylor Wood](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 2:41:09 PM

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

To who it may concern;

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.

TAYLOR WOOD | DTC & EVENTS COORDINATOR

e taylor@pfriember.com

p [REDACTED]

w | www.pfriember.com

n | [Join the pFriem Community](#)

[REDACTED]

Hood River, OR 97031

From: [Doug Adams](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 2:35:58 PM

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

I'm writing this email in hopes we can begin using common sense when it comes to hurting small businesses in Oregon. Something that has gone out the window.

Restaurants, bars and breweries in the pdx area have been hurt since 2020 like no other area in the country. Local leadership time and time again made no progress in helping what was once one of the most vibrant food and drink scenes in the country.

This would cripple local businesses and be directly responsible for closing many. To ignore the real issue of the WELL FUNDED efforts in controlling substance abuse issues and hurt local businesses is insane. The jobs provided thru hop farming, malt producers, brew pub workers like cooks, servers, truck drivers beer stores etc etc will be severely affected.

Please use common sense and know that going almost double the national average on barrel tax is disastrously extreme.

Oregon Beer brings tourism - we need that.

I have been a chef in Portland for years. Worked for the legendary Vitaly Paley as chef of Imperial Restaurant downtown.

I appeared on top chef season 12. Opened Bullard in the woodlark hotel in Downtown Portland.

I've seen what bad local policies can do. I've let go of hundreds of employees while friends across the country had begun thriving again in 2021, and beyond.

Here we are again - I hope you listen. You will kill us even more.
Get [Outlook for iOS](#)

From: [Zachary Lefler](#)
To: [OLCC,Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 2:35:31 PM

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

To the Alcohol Task Force,

Raising alcohol taxes in Oregon is not the answer. Data from the Taskforce clearly shows that alcohol demand is inelastic, meaning raising taxes won't reduce excessive or teen drinking. Oregon already spends more per capita on addiction services than most states, but the Oregon Health Authority (OHA) has failed to show any measurable success. Instead of burdening our local breweries with more taxes, we should focus on reallocating existing funds to programs that actually work and hold OHA accountable for their mismanagement. Let's fix the real problem, not punish small businesses.

Sincerely,

Zach Lefler



Portland, OR 97212

From: [Gina Dusenbury](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 2:31:10 PM

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

HB 3610 Alcohol Task Force,



I am writing to express my strong opposition to any increase in alcohol taxes. Oregon's breweries, wineries, distilleries, and hospitality businesses are already struggling due to inflation, supply chain issues, and the aftershocks of the pandemic. These industries contribute significantly to our state's economy, generating over \$14 billion and providing jobs to thousands of Oregonians. Raising taxes at this time would stifle growth and hinder recovery for these essential businesses.

Rather than imposing additional financial burdens on these businesses, I urge you to focus on fostering stability and supporting local industries. Oregonians are proud of our homegrown breweries and wineries, and 74% of the population opposes increasing taxes on these businesses. I hope the Task Force will reconsider the impact of these taxes and stand with Oregon's economy. Sincerely,

Gina Dusenbury



Tigard, OR 97224

Gina Mainenti Dusenbury
Director of Accounting | Corporate Finance
Columbia Distributing
Office:  | Cell: 
www.coldist.com

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From: [Mike Rowan](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610
Date: Thursday, September 26, 2024 3:05:52 PM
Attachments: [HB 3610 MR.docx](#)

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

Please take the time to read my response to the proposed increase on taxes on the beer industry.

Sincerely,
Michael Rowan

--

Michael Rowan
Food and Beverage Manager
Crux Fermentation Project


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.

Cheers,

SAMPLE 2

Dear HB 3610 Task Force and Oregon Lawmakers,

I am an employee at *Crux Fermentation Project* for the last 3 years and other Oregon breweries for an additional 15 years. 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 potentially forcing me and my family into the Oregon Health Plan. Breweries already pay more in taxes per beer than 75% of other states including our neighboring states. My family and I are proud to work at *Crux Fermentation Project* and our contribution to our community. Please do not tax us out of our benefits!

Sincerely,

Michael E Rowan

Food and Beverage Manager

Crux Fermentation Project

Bend and Portland, Oregon.

From: [Angie Berson Reat](#)
To: [OLCC.Communications * OLCC](#); [Matt I.C.E. Berson](#); [Julie Daylrymple](#)
Subject: Opposition to Wine Tax Increases Under HB 3610
Date: Thursday, September 26, 2024 3:48:57 PM

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

Dear OLCC Communications,

I want to start by acknowledging the fantastic job Jana McKamey and the Oregon Winegrowers Association (OWB) are doing on behalf of our industry. Jana's representation of our collective concerns is invaluable as we face the potential repercussions of HB 3610.

However, I feel it's crucial to directly express my worries about the proposed tax increases and what they could mean for small wineries like ours. The challenges we are already dealing with—reduced sales, lower visitation, rising employee costs, and skyrocketing supply prices—have pushed many small businesses to the edge. Taxes could be the final blow, especially with the suggestion of removing the small winery exemption. This would disproportionately affect small, family-run operations like ours, which are vital to maintaining the unique culture of Oregon's wine industry.

We've survived countless obstacles, but further tax hikes would make it nearly impossible to keep going. Our margins are too slim, and every new cost pushes us closer to unsustainable operations. If lawmakers truly value the contribution that small wineries bring to Oregon, I hope they reconsider these proposed increases.

Please take this into account as you finalize your report, and thank you for allowing our voices to be heard.

Warm regards,
Angie Reat & Matt Berson
Portland Wine Company

::: GENERAL MANAGER :::
::: [REDACTED] :::



::: PORTLAND WINE CO :::
Home of Love & Squalor Wines
www.portlandwinecompany.com

From: [Mark Patterson](#)
To: [OLCC.Communications * OLCC](#)
Subject: Wine tax increase
Date: Thursday, September 26, 2024 2:31:10 PM

[You don't often get email from map19112003@yahoo.com. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification>]

I oppose this tax increase.

Mark Patterson
Owner/Operator of May Your Glass Be Filled Tours LLC.
Sent from my iPhone

From: [BECKY DUDLEY](#)
To: [OLCC.Communications * OLCC](#)
Subject: Fwd: HB 3610 Comments
Date: Thursday, September 26, 2024 4:49:06 PM

You don't often get email from bedudley@comcast.net. [Learn why this is important](#)

----- Original Message -----

From: BECKY DUDLEY <bedudley@comcast.net>

To: "OLCCCommunications@olcc.oregon.gov"
<OLCCCommunications@olcc.oregon.gov>

Date: 09/26/2024 4:28 PM PDT

Subject: HB 3610 Comments

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon is a top wine producing state which has established a reputation for quality known around the world. Oregon's Wineries and Vineyards have been a bright light in the state's economic picture. These mostly family-owned small businesses have created more than 50,000 jobs which pay more than \$2.4 billion in wages, money which goes straight into the state and local economy. In addition, it attracts at least 2 million tourist visits which translates to another \$8 billion in economic activity yearly. Why, then, would this task force be considering policies which would imperil the stability of a linchpin of the state and local economies? That is the exact effect imposing additional burdens on the hard-working people who make up this industry if a new wine privilege tax is enacted. Since 2020 the wine industry has been confronting unprecedented challenges in maintaining viability. We have weathered devastating wildfire years which impacted wine quality, the COVID shutdowns, rising employee expenses, supply chain issues and increasing cost of goods through inflation and otherwise. There has also been a downturn in sales and visits to tasting rooms.

There is ample provision already made for the funding available for addiction and recovery services. To note just one example, the Oregon Health Authority disclosed to the task force that it cannot account for \$72 million spent on programs already in place. This is twice the amount of revenue already collected via beer and wine taxes per biennium. This figure, if widely known, would and should be considered an absolute outrage to all Oregon tax payers. Why should the Oregon Health Authority be entrusted with more of our hard-earned tax dollars when they have not been faithful stewards of what they have already received?

Another layer of tax imposition will have a chilling effect on both the wine and tourism industries. Given the challenges faced, the last thing these industries need is tax increases. In real numbers, margins are thin. We are struggling to maintain our livelihood. If we cannot keep our businesses solvent, Oregon will face an unprecedented revenue downturn. We need the support of lawmakers, not an increase in taxes.

Given the above facts, I oppose raising the Oregon wine privilege tax and implore lawmakers to do the same.

From: [Becca Linn](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 - concerns
Date: Thursday, September 26, 2024 4:53:19 PM

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

Dear HB 3610 Task Force and Oregon
Lawmakers,

My name is Becca, and I am a brewer in Portland. I have chosen to spend my time and my energy creating a career and community within the craft beer industry. Please consider what I, and my colleagues, have to say.

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 for your consideration.

Cheers!

Becca Linn
Brewer

[REDACTED]

Von Ebert Brewing Co.

[REDACTED]

Portland OR 97209

From: [Micah Ellis](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comment
Date: Thursday, September 26, 2024 4:23:48 PM

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

Hello,

I politely ask that you reconsider HB 3610. We have already wasted enough tax payer dollars on treatment and it has gone nowhere. Please do not punish hard working business owners that are already dealing with the fallout our leadership has created.

In the name of all that is holy, put HB 3610 in the garbage bin.

Kind Regards,

Micah Ellis

From: [Blake Fisher](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 5:02:30 PM

You don't often get email from blake.fisher820@yahoo.com. [Learn why this is important](#)

Hello,

My name is Blake Fisher, a resident of Beaverton and I'm writing about bill HB 3610.

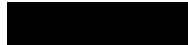
Living in Portland has opened me up to a whole side of the craft beer industry that I didn't know existed. Everyone who visits me from outside the state is astounded by the quality and the uniqueness of each brewery. There is something for everyone. It makes me proud to be an Oregonian. Not just beer, but breweries in Portland and Oregon have pushed the boundaries of what regular brewery food is. We're not limited to basic nachos and pretzels that are on every brewery's menu across the country. I'm very worried that this tax will have catastrophic effect on the beer industry in Oregon. Small businesses in Oregon already take on a tremendous tax burden, and this newest tax could be the final blow on an industry that is already struggling.

We've already lost so many great breweries in Portland, and if we lose many more we will lose part of what makes Portland Portland. People visit because they expect not only beautiful nature and a fun city, but they expect a thriving craft brewery scene unlike any other in the country. Implementing this tax will hurt Portland greatly, a city that has been trying to get back to its former glory for years now.

I beg you to reconsider this bill.

Thank you,

- Blake Fisher



From: [Cherie Watson](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 4:57:15 PM

[You don't often get email from cherieatfirdale@comcast.net. 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 such as ours, and growers (we just planted 40 acres of grapes) 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,

Jesse & Cherie Watson
Founders/Owners
Sunset Valley Vineyards

From: [Jay Somers](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 comments
Date: Thursday, September 26, 2024 3:55:34 PM

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

Hello,

I am a native Oregonian and have been in the wine business here in Oregon since 1992.

My wife Ronda and I started a winery called J. Christopher in 1996 which we sold in 2019 and since started a very small winery called J.C. Somers Vintner.

We produce about 1,000 cases annually from local growers I have been friends with for a long time.

We are a small family business like most of the wineries in Oregon and the financial challenges are staggering.

The market is saturated with wine from around the world and there is pressure to make less expensive wine in order to sell the wines we make. This is coupled with the rising cost of our materials (grapes, bottles, labels, corks etc) , fuel as well as labor.

At the end of of everything there is little or no money to live on. To add another tax on wineries would most likely push many of us out of business.

This would have a domino effect in our communities effecting all of the businesses that supply and service our industry.

Small producers should not have to carry this burden.

The problem "Alcohol " is not what we produce but would exist with products with no redeeming value like "White Claw" or other factory produced beverages.

Please remember that the small wineries of Oregon are owned and operated by families that rely on a free market to sell our wines. We are good ,caring and responsible members of our communities.

We would oppose any additional taxation on the small producers of wine in Oregon.

Thank you,

Jay Somers

J.C. Somers Vintner

Carlton, Oregon

Sent from my iPad

From: [Hailey Brant](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 5:11:05 PM

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

Dear Chair Sanchez and Task Force Members,

As an Oregonian with family connections to our state's craft cider industry, I feel compelled to speak out against the proposed alcohol tax increase under consideration resulting from HB3610. The notion that raising taxes will solve our state's addiction crisis is deeply flawed, especially when considering the broader context of how addiction recovery funds are currently managed in Oregon and the lack of supporting data.

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. **This is not a small oversight**; it represents a significant portion of the resources that could be helping those in need. Moreover, 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 anticipate the number and location of patients seeking addiction recovery or justify the need for more funds?

What I find more troubling is that 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. Data (which the OHA has collected and analyzed) is the most useful tool to predict or examine the effectiveness of a method. A critical part of the scientific method is as follows: when the data doesn't agree with a hypothesis, the hypothesis should be rejected. Instead of rejecting or amending their initial hypothesis, the OHA has suppressed this information from the public. [An apology](#) from the OHA is insufficient. This is an insult to rigorous science, and the lack of transparency is not only unethical but also undermines public trust in our institutions.

I care about our state, and I care about the people seeking recovery for drug and alcohol addiction. But it is foolish to support imposing or raising taxes on ANYONE when the data does not support the hypothesis. Substantial evidence that this will be an effective method is absent, and taxing these businesses more heavily will not solve the underlying issues of addiction but will instead cause economic harm and erode the rich cultural landscape that makes Oregon special.

I urge the task force to consider these points carefully and to prioritize better management of existing funds over imposing new taxes on an already struggling industry.

Sincerely,

Hailey Brant
Mid-Willamette Valley community member

From: [George Lienkaemper](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 5:09:32 PM

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

To: HB3610 Task Force

I'm writing to comment on this proposed legislation. We've recently received a communication from the Oregon Wine Growers Assn. that includes a letter they have sent commenting on this tax increase. I'm in support of the wine growers position in light of increased costs and decreased sales. Of course, this tax is passed on to wine consumers and with the general increase in prices over the past few years, this seems burdensome on middle class wine consumers.

However, the information that jumped out at me was the failure to spend money budgeted for addiction and recovery services. Before adding to this tax, invest the money already collected for these purposes. I oppose Oregon's wine privilege tax and encourage lawmakers to do the same.

--

George Lienkaemper



Redmond, OR 97756

From: [Felix Madrid](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 5:08:36 PM

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

Dear HB 3610 Task Force and Oregon Lawmakers,

As one of Oregon's more than 1,100 wineries I am proud of the fact that these wineries and 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: [Thomas Hellie](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 5:06:49 PM

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

To whom it may concern,

I write to oppose a tax increase on wine. I am not, nor have I ever been, a part of the wine industry, but I have watched it evolve since I moved to Oregon in 2006. We should be proud that Oregon's wines are renowned for their premium quality, and we should remember their importance to our economy.

In fact the timing of an increase would be especially problematic now, as the wine industry is under significant financial pressure, not only here but across the country. I have supported the legislation to increase agricultural wages, but we must recognize the pressure this creates on farmers, winegrowers, and wine businesses. This is only a part of the economic challenge as inflation has eaten away at or even eliminated the profits of wineries whose sales have been flat at best since 2022.

Oregon's tourism, rural communities, and reputation all benefit from the wine industry. Please do not take steps that are certain to damage our economy and citizens at this critical time.

Thomas Hellie, Ph.D

Sent from my iPad

From: [Jordan Glogau](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 4:57:14 PM

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

People:

Please help these people; I don't know if you know this, but some fantastic port is raised in Oregon.

These are small farmer/family operations and have to compete with Napa.

Out of State Consumer,
Jordan Glogau

From: [terry walstrom](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 4:49:14 PM

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

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 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, 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. Higher taxes will only cripple the industry leading to more breweries and brewpubs closing likely leading to reduced overall revenue.

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. Holding OHA accountable is the real solution.

If you're trying to drive the beer and wine industries out of business, you're on the right track with increasing taxes.

Submitted by,

Terry Walstrom
A concerned citizen

From: [Ken Morrison](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 4:44:23 PM

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

Dear HB 3610 Task Force and Oregon Lawmakers,

I own a small winery in the Willamette Valley with a tasting room in Carlton Oregon. We are small and face numerous challenges: decreased visitation, sales declines, and increasing costs. Wine is a vital part of Oregon's economy and accounts for visitors from all over the world.

Small wineries are close to the breaking point. Rather than tax increases, Oregon's 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 increases to Oregon's wine privilege tax and encourage lawmakers to do the same.

Cheers,
Ken Morrison
Owner, K & M Wines

From: [Nathan Daman](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 4:37:42 PM

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

To whom it may concern,

My name is Nathan and I have lived in and around the Portland area for most of my life, with 10 years of directly living in Portland. One of the things I enjoy most about Portland is a thriving hospitality industry. Covid and the subsequent years have been very tough with some of my favorite breweries and restaurants closing.

I urge you to not do anything that would further disrupt the beer, wine, and hospitality industries until we have stabilized as an economy.

Thanks,

From: [Jamie King](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 4:09:05 PM

You don't often get email from jamie@kristoffarms.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,

Jamie

--

Jamie King

Sales & Marketing Manager | Kristof Farms



jamie@kristoffarms.com



KristofFarms.co

From: david@sallymorrowcreative.com
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 4:02:00 PM

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

OLCC...

We have been a long-time creative services agency serving Willamette Valley and Oregon wine industry. Over the decades we have watched the region grow, bringing in more wineries and vineyard farms, that have already increased State revenues. The growth is a direct result of the national and global recognition of the exceptional AVA and talented grape growers and wine makers of Oregon. We compete with historically recognized AVAs: Napa/Somona, CA; Washington...as well as world renown Frances' Burgundy, Cote d'Or, Rhone Valley, Bordeaux, and Italy's Piedmont region. We all share the same global 45-degree latitude with our European brothers and sisters, where the world's best wines are made...and this conversation includes Oregon wines. This is old news to us close to home, but the world has taken notice evidenced by the growth.

The growth of the region has brought in addition tax revenues for the state and will continue as region grows. To build on the momentum created by dedicated Oregon families and farmers and the continued steady increase of new winery cohorts, that increase tourism...the Oregon Wine Makers and famers need your incentives and support... **NOT INCREASED TAXATION.**

Sincerely,
David Morrow
Member, Willamette Valley Wine Association

David Morrow | Sally Morrow Creative
Partner+Business Director [REDACTED] | [sallymorrowcreative.com](mailto:david@sallymorrowcreative.com)
FB+Instagram @sallymorrowcreative

From: [Jim Maguire](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 3:59:28 PM

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

Dear HB 3610 Task Force and Oregon Lawmakers,

I am writing to you as a private citizen employed in the wine industry, however I am also a Dayton City Councilor, and in the strongest terms possible I oppose raising Oregon's wine privilege tax and sincerely encourage lawmakers to do the same.

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs (of which mine is one), \$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.

Cheers to Harvest 2024 (and my being able to pay my mortgage).

Jim Maguire

From: [Gordon Feighner](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 3:56:14 PM

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

Dear HB 3610 Task Force and Oregon Lawmakers,

I am writing to you as a bar and restaurant owner, as well as a board member of the Oregon Restaurant and Lodging Association. Oregon is currently home to over 10,000 foodservice locations, but in the past two years alone we have seen a net reduction of well over 1,000 restaurants, bars, and food carts. In Multnomah County there are now nearly 20% fewer food and beverage establishments than there were in 2022. Those of us remaining are proud to represent our state and drive our local economy, but it is becoming more and more difficult for businesses to make it in this industry.

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. A new point of sale tax would not only result in lower drink sales in our restaurant, it would also add another layer to the many various tax burdens we already face at the federal, state, and local levels.

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 the 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,

Gordon Feighner

Owner/Manager

Jam on Hawthorne



--

Gordon Feighner, Owner/CFO (he/him)
Jam on Hawthorne

From: [Zak and Lisa Cate](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 3:49:13 PM

You don't often get email from littlehopbrewing@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,

Zak, Lisa and Taylor Cate

Little Hop Brewing

Oregon's littlest brewery and tap house

From: [Gloria Zeiger](#)
To: [OLCC.Communications * OLCC](#)
Subject: Hb 3610 comments
Date: Thursday, September 26, 2024 4:40:58 PM

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

Hi,

I am Head Brewer for Ground Breaker Brewing, a gluten free brewery in SE PDX. I highly value Oregon beverage. In fact, I migrated to this state for that exact reason. I have previously worked in the wine industry as well.

I worry for my future in this industry often. Gluten Free Beer already has reduced margins to normal Oregon beer. I worry about GB going out of business. I worry about the wine industry not having space for me either.

I worry about the business I hope to open in Oregon, producing my own brand of beverage

I plan to invest in Oregon beer and Oregon wine for the rest of my career

Please reconsider tax changes that make it harder for someone like me. If the margins on our products get smaller from HB 3610, people like me might have to migrate to another state, like Michigan or New York.

Thank you for your time.

Gloria Zeiger
Ground Breaker Brewing

From: [Gary Geist](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Testimony
Date: Thursday, September 26, 2024 5:07:36 PM

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

Dear Task Force and Oregon Lawmakers,

I own the Lucky Labrador Brewing Company. In our 30 year history, the last four have definitely been the most challenging. I have seen nearly 50 fellow breweries, brewpubs, and taprooms close down in the past two years. I do not want to be the next. Inflation, food costs, and labor shortages have all been a brutal headwind blowing into our business. Additionally, the new CAT tax has also been a new burden and is paid regardless of our bottom line. Covid is not gone. Every time we get a new surge we can see our sales decline. Yep, it just happened AGAIN in August and September. Our sales are 60% of what they were in 2019. Now is not the time to raise excise taxes. It would be yet another hit to us when we have been down.

Thank you for your time,

Gary Geist

Owner

Lucky Labrador Brewing

[REDACTED]
Portland, OR 97214

From: [Evan Roberts](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610
Date: Thursday, September 26, 2024 5:10:30 PM

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

Dear HB 3610 Task Force and Oregon Lawmakers,

As a 4th generation Oregonian and an owner of small family run winery I am reaching out directly in opposition to HB 3610. Our local Wine, beer and spirits industry is already hurting. This additional taxation will only put more pressure on these businesses and in some cases it will be the straw that breaks the camel's back. The end result will be less Oregon businesses and more national and multinational brands filling that void, taking away jobs, tourism and revenue from 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.

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 do not increase taxation on our small business. If you feel that there is a need for additional funding perhaps taxing based on scale of production would be a better place to start. Giant national and international corporations flood the market with cheap alcohol which causes most of these issues. The very small production wineries, breweries and distillers are not where young drinkers are getting their alcohol.

Sincerely,

Wm Evan Roberts III

From: [Libby Spencer](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB3610
Date: Thursday, September 26, 2024 5:03:23 PM

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

Hello,
I oppose raising the wine privilege tax.

Best,
Libby Spencer
Chief Operating Officer
Willamette Valley Vineyards

[REDACTED]
Turner, Oregon 97392

Mobile: [REDACTED]

Main office: [REDACTED]

Main [REDACTED]

website: www.willamettevalleyvineyards.com

"One of America's Great Pinot Noir Producers" — *Wine Enthusiast*

From: [kevin bunnell](#)
To: [OLCC.Communications * OLCC](#)
Subject: no excise tax increase
Date: Thursday, September 26, 2024 4:01:37 PM

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

please do not burden our already strained small businesses, restaurants and breweries with more taxation.

as a veteran of the restaurant industry, I know how thin margins already are. An increase in taxes will only burden our restaurants and breweries even more than they already are, leading to loss of businesses and employment for many.

thank you

Kevin Bunnell
Chef
Portland, OR

From: [Zack O'Connor](#)
To: [OLCC,Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 5:16:00 PM
Attachments: [OLCC Public Comments RE HB 3610.pdf](#)

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

Please see included comments; attached as a pdf as well.

Sincerely,
Zack

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

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,

Zack O'Connor

--

Zackery O'Connor, PHR
Senior Vice President
C. [REDACTED] // PUB. [REDACTED]
Astoria Oregon 97103
He/Him/His

From: STEVEN FIBERLY
To: OLCC Communications * OLCC
Subject: c64c3793-3765-87b6-ae4e-cb2e969cach.jpg 1,545x2,000 pixels
Date: Thursday, September 26, 2024 5:31:15 PM

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

https://mcusercontent.com/76d3c90b2c0b43b89ca41b244/images/c64c3793-3765-87b6-ae4e-cb2e969cach.jpg?utm_source=Coelho+Winery&utm_campaign=c08884a086-EMAIL_CAMPAIGN_2024_09_25_08_41&utm_medium=email&utm_term=0_c08884a086-%5B%5D&goal=0_ad221458cd-c08884a086-449747208&mc_cid=c08884a086

Your Help Needed by Friday at 5pm:
Comment on HB 3610 Task Force Considering Wine Tax Increase

Dear OWA Members,

We need your help in the state wine tax debate. As you know, House Bill 3610 created a 20-person task force to examine raising beer and wine taxes at the state level and I've been serving on that task force on your behalf so members know the numerous reasons we should not be raising your taxes. Between the decline in sales and visitation, rising employee costs, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to survive. The last thing we need are more tax increases and some have even proposed eliminating the exemption on smaller wineries.

Now the task force is wrapping up and will submit its final report to the state legislature but first the task force is opening a public comment period. We must ensure as many of our voices are heard loud and clear.

Please email your written comments opposing tax increases here:
OLCC.Communications@olcc.oregon.gov with the subject line "HB 3610 Comments"

I know this is an incredibly busy time, but written comments must be posted between Sept. 25 at 9 a.m. to Sept. 27 before 5 p.m. or they will not be counted. Below is a sample letter you can submit or customize with your thoughts and experiences, and please consider asking others in your circle to weigh-in. We need to make sure the state legislature knows we're hurting, that margins are thin and the Oregon Health Authority lacks accountability and transparency in its spending.

Thank you in advance for your time and help in this vital effort.

Cheers,

Jana McKamey
Executive Director, Oregon Winegrowers Association

From: [Sean McGilloway](#)
To: [OLCC.Communications * OLCC](#)
Subject: Excise Tax Increase
Date: Thursday, September 26, 2024 6:13:24 PM

You don't often get email from sean@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.

SEAN MCGILLOWAY | WA MARKET MANAGER

e | sean@pfriembeer.com

c | [REDACTED]

w | www.pfriembeer.com

[REDACTED]

[Hood River, OR 97031](#)

Beer Connoisseur, Brewery of the Year 19'

From: [Brian Wells](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comment
Date: Thursday, September 26, 2024 5:18:07 PM

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

As a customer of many regional breweries I am against increasing prices above what inflation already created. I cant see how breweries could exist if beers reached, say, 8-10 dollars. Which is only a 10-12% increase but a threshold over which customers would shutter. COVID and costs have killed so many breweries in the last two years. Or prompted selling them to large out-of-state franchises (eg AB).

Oregon is defined by many things; beer being one. Why endanger all but the largest breweries

Sent from my iPhone

From: [Jeanne Feldkamp](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 comments
Date: Thursday, September 26, 2024 8:13:58 PM

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

Dear HB 3610 Task Force and Oregon Lawmakers:

Oregon's 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. Our industry is a model of responsible land stewardship, environmental leadership, and collaboration throughout the world.

I own one of the hundreds of small, family-owned wineries in Oregon. Between rising employee expenses, natural disasters, supply chain issues, and increasing cost of materials, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

This issue is of particular importance to me because my winery exclusively makes sparkling wine, which is (inexplicably) taxed at a significantly higher rate than still wine. Sparkling wine is an emerging category that is driving a lot of tourism to Oregon's wine regions right now—but as a sparkling producer, we already bear an unfairly high privilege tax burden on our production. Additional taxes would render the state's nascent sparkling wine industry unviable, as it would raise our production costs to a range where it would be impossible for us to compete with comparable wines from Champagne.

Wine tourism is important because for many consumers, visiting a vineyard is the first—or only—contact they have with agricultural production. It is one of our only opportunities to show people where their food and beverages come from, and why the land and the people who produce those products matter. By forcing many small wineries into a position where they would be unable to compete in the marketplace, HB 3610 threatens to sever that connection for millions of people each year.

Theoretically, HB 3610 is meant to fund addiction services. However, 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.

The bottom line is that Oregonians need a public health agency that is focused on enabling recovery for 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—especially those of us trying to get our state's sparkling wine sector off the ground—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.

Cheers,

Jeanne Feldkamp

Owner and Winemaker, Corollary Wines

corollarywines.com

@corollarywines

From: [Kevin Konstad](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 9:33:12 PM

You don't often get email from kevin@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 our benefits!

KEVIN KONSTAD | OR SW WA MARKET MANAGER

e | kevin@pfriembeer.com

p | [REDACTED]

w | www.pfriembeer.com

[REDACTED]

Hood River, OR 97031

From: [Steve Krause](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 8:47:10 PM

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

To Whom This Concerns,

My name is Steve Krause, owner of The Hoppy Brewer/ Krauski's Brewskis located in Gresham since 2011. We are a small business with 6 employees. Over the years I have had to deal with increases on all expenses across the board with payroll/ taxes leading the way. And like with all businesses, the consumer pays the price in the end.

When I opened, pints were \$5, now pints sell for \$7 and in some cases \$8. In the grocery stores, I am seeing 6-packs of 5%- 6% beer selling for \$14.99.....FOR A 6-PACK....!! As of now, I pay \$2.60 in "privilege" tax per BBL of beer sold, as all breweries in Oregon do. I can't even imagine what will happen to not just my business, but other like businesses if this rate increase actually does goes through..!!?? \$20 6-packs, \$10+ pints...??

What is the goal here? To raise money for treatments or to put us out of business? How will you raise money from businesses that do go out of business due to increase taxation..? How about better accounting so ALL of the money collected is accounted for instead of \$millions being unaccounted for...? There is so much at stake here that I hope you all really think this through...

Thank You,
Steve

From: [Mike Trumble](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 8:40:19 PM

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

Dear HB 3610 Task Force and Oregon Lawmakers,

As an employee of Columbia Distributing, I am part of an industry that has faced significant challenges over the past few years. Between rising ingredient costs, labor shortages, and natural disasters, many of our local breweries and cideries are struggling to stay afloat. I urge you to oppose any increase in taxes on beer, wine, or cider.

Our industry is still recovering from the pandemic, and adding taxes will further destabilize businesses that are already on shaky ground. Consumers are already facing high prices for their favorite beverages, and additional taxes could drive them away.

While substance abuse is a major issue in Oregon, raising alcohol taxes is not the answer. Only 3% of current alcohol taxes go to substance use disorder (SUD) programs, yet the Oregon Health Authority has failed to properly account for millions of dollars already allocated to these programs. The focus should be on ensuring these funds are used effectively, not increasing taxes on struggling industries.

Please support our local beverage industry by voting against any tax increase. This sector is vital to Oregon's economy and identity.

Sincerely,

Mike Trumble



Wilsonville, Or 97070

Sent from my iPhone

From: [Daniel Moreno](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 8:35:53 PM

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

taxes should be in cannabis or hard alcohol, not micro brewers or cider makers.

fermentation science is an art, and a degree at OSU. the industry is hurting especially in the last few years and this would be catastrophic to the beer craft community.

sincerely,
Daniel

From: [Kate Spielman](#)
To: [OLCC,Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 8:16:53 PM

You don't often get email from kate@fairsingvineyard.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 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,

photo



Kate Spielman
Marketing Manager, Fairsing Vineyard
Family-owned vineyard in Oregon's Willamette Valley
[REDACTED] | www.fairsingvineyard.com
kate@fairsingvineyard.com
[REDACTED] Yamhill, OR 97148



From: [William Ryan Buys](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 7:50:26 PM

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

To whom it may concern,

I'm an Oregon native and run a small business in downtown Corvallis.

I was shocked to learn about this proposed bill and after taking a moment to consider the potential impact it will have on breweries, sales venues, and citizens in Oregon, I felt I had to submit a comment.

Corvallis, like many towns in Oregon, has struggled recently through Covid and the economic difficulties since.

There are a large number of breweries and restaurants for whom this bill would be a death knell.

I don't work in a business that sells or brews beer, but this would affect more than just breweries, pubs, and restaurants.

In many towns like Corvallis, we rely on the success of neighboring businesses in order to maintain vibrant downtowns and keep our communities afloat.

Some of our neighboring businesses (and many of the businesses that bring the most traffic and dynamism to our downtown) would be seriously hurt by this bill becoming law.

Beyond that, the negative economic impact statewide seems obvious. If those behind this bill think it's an easy way to generate revenue and deter drinking, they clearly have some serious misconceptions. Many breweries will simply move out of Oregon, devastating our state economy, as well as destroying a well-recognized subculture that Oregonians are both known for and that many have a deep pride in. Oregon has been at the forefront of the craft beer movement and this would be a rejection and slap in the face to those whose effort in that space has really put Oregon on the map.

I am in the music business and Corvallis already has a serious lack of music venues for the average musician.

When I run down the list of venues, most receive a significant portion of their income from alcohol sales, or are themselves breweries.

The arts are an important, I would say vital, thing. Music is something all can enjoy, but for many artists it can be very challenging to find venues in which to perform. This can be even harder when you consider diversity of genres.

Sales of alcohol help keep venues afloat, which in turn keep artists playing music, and keep communities exposed to and engaged with artists and the arts.

There may be an idea of these things being disconnected, but in reality, they often are.

An unintended consequence of this bill may be to silo live music even more disproportionately into a luxury for the rich, as without casual venues having the margins to organize and make

their spaces available to musicians, anyone wishing to hear music actually performed live will find this harder and harder.

If proponents of this bill think a \$15 pint at a local pub will not destroy businesses and livelihoods, I'm sorry to say I think they're very out of touch.

Politicians should also take heed. Despite the incredibly short window for public comment, I have no doubt there will be a reckoning at the polls by constituents statewide if this bill passes.

In strong opposition to HB 3610,

W. Ryan Buys, Corvallis Oregon


From: [The Good Vibes Tour](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 7:36:08 PM

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

Good evening,

I am writing to oppose any increase in Oregon's Wine privilege tax. My tour business is dependent on tourism coming into Oregon to explore the Willamette Valley's beautiful wine region. With inflation on the rise, we have already seen a decline in tourism and I don't think the industry can support a larger tax. At least not without destroying many of the small, new, and family run wineries in the area. I also believe this will have the same effect on the transportation companies that keep visitors safe during their stay. I oppose the proposed increase to Oregon's wine tax and encourage the same of our law makers.

Cheers,

Shane Kelley
The Good Vibes Tour
Aurora, Or


From: ryan@prodigalsonbrewery.com
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 7:20:47 PM

You don't often get email from ryan@prodigalsonbrewery.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 DeGrofft
Prodigal Son Brewery


From: [MJ L](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 7:18:18 PM

[You don't often get email from mjlattner@icloud.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,

Let my life be a love letter to the possibility of life.

MJ Lattner

The goal is about making everybody feel seen and heard and loved wholly and completely for who they are today and able to call them into who they were created to be.

From: [Duality Brewing](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 7:02:10 PM

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

To Whomever this may concern,

This tax will have a massive impact on our small business. We are in our first 1.5 years of business, and are already taxed quite high which directly impacts what we can pay ourselves and our employee.

Thank you for considering the impact this has on so many small businesses.

Best,

Alyssa + Mike

From: [Doug Coombs](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 6:53:23 PM

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

Dear HB 3610 Task Force and Oregon Lawmakers,

I am writing to you not just as the owner of Alesong Brewing & Blending, but as a concerned member of our vibrant brewing community. I am reaching out to express my strong opposition to the proposed tax increases on alcohol in our state. As a small brewery owner, I have witnessed firsthand the mounting challenges our industry faces, and this tax increase would only exacerbate an already precarious situation.

First and foremost, let's consider the current economic climate. Over the past few years, we have seen rising costs across all facets of our operations—from raw materials to labor and borrowing costs. Inflation is squeezing our margins tighter, leaving little room for error. Adding a tax increase on alcohol would further diminish our profitability and would lead to more tough decisions about staffing and operational sustainability.

Moreover, we are witnessing a troubling trend in consumer behavior. Declining demand for beer, particularly among younger generations who are opting for alternatives, has put many breweries, including mine, in a challenging position. With fewer customers purchasing our products, we are already competing harder than ever to keep our doors open. A tax increase would mean higher prices for our customers, potentially driving them away and worsening our sales. This is the last thing we need in an industry that is already facing numerous closures.

The craft brewing landscape in Oregon is rich with diversity and creativity and is a point of pride for our state, but it is not all success stories as it once was. Many of my fellow brewers have been forced to shut their doors due to financial pressures, and a tax increase would only add to that growing list. Each brewery that closes not only represents lost jobs but also a loss of local culture and community connection. We take pride in our unique contributions to Oregon's economy and identity, and any policies that threaten our viability undermine our collective effort to support local communities and economies.

Furthermore, it is vital to recognize the broader implications of a tax increase on alcohol. This move could drive consumers to purchase cheaper, potentially unregulated alternatives - something we are already struggling with in every major city in the state. The unintended consequences of higher taxes often lead to behaviors that do not align with public health goals. Instead of promoting responsible drinking and supporting local businesses that are heavily regulated in the way that they serve and promote their products, a tax increase could encourage consumers to seek out cheaper and less safe options.

In closing, I implore you to reconsider the proposed tax increase on alcohol. Let us work together to find solutions that promote the health of our communities while supporting the livelihoods of those who contribute to Oregon's unique craft beer culture. Thank you for your time and consideration.

Sincerely,

Doug Coombs
Founder, owner, day to day employee
Alesong Brewing & Blending

--

Doug Coombs

Founder, Alesong Brewing and Blending

Brewery: [REDACTED] Eugene OR 97405

Mailing: [REDACTED] Eugene OR 97402

doug@alesongbrewing.com | alesongbrewing.com

[REDACTED]

From: [Kimberly Dawson](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 6:34:25 PM

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

Dear HB 3610 Task Force and Oregon Lawmakers,

I am a resident of Portland, Oregon, and a frequent explorer of Willamette Valley's small, family owned wineries. Collectively, they are an Oregon treasure and one of the reasons I appreciate living in this area.

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

Wine is a vital part of Oregon's economy and identity, and Oregon's wineries and growers need and deserve the support of Oregon lawmakers to remain viable and 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.

Kimberly Dawson
Portland, Oregon

From: [Rose Wilson](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 6:25:17 PM

You don't often get email from mowgli8318@charter.net. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

My husband and I have been share holders in Pelican Brewing Co. for over 10 years. Oregon's brewing industry, which boasts over 300 breweries, is a vital component of Deschutes County'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 for the state.

My husband I also owned an independent pharmacy for over 25 years. We daily saw the impact of drug addiction on families. 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.

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.

Please do not penalize the brewing/wine/hospitality industries by increasing taxes.

Rose & Dave Wilson
Deschutes County

From: [Christopher Mongillo](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 6:19:34 PM

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

Hi there,

My name is Christopher Mongillo, and I am a proud former brand ambassador and sales representative for Buoy Beer Company in Astoria, Oregon. I spent nearly a decade in the Oregon craft beer scene, including my time as a bartender in the original taproom. I recently returned to Oregon after 3 years pursuing a music career in Los Angeles, and I was alarmed to learn about the proposed tax on beer and wine today.

Since my departure in 2020, the craft beer landscape has changed dramatically. Many beloved breweries, both large and small, have closed their doors or compromised quality to stay afloat. In the last year alone, we saw nearly twice as many microbreweries shut down as opened; 22 closures, including well-known names like Ex Novo and Ecliptic, with only 12 new openings. The impact on our community is profound, with nearly 30 taprooms also closing, marking the worst year on record, and very few new ones in their place.

Craft beer sales have struggled in recent years due to shifting consumer habits, particularly among younger generations. Many are choosing to drink less or opt for cheaper or lower-calorie alternatives like seltzers and canned cocktails. During my travels around the country, I sampled many local breweries, but none quite compared to the unique offerings of Oregon. In Los Angeles, I found that a pint of good craft beer averaged around \$10-11 and a 4-pack of 16oz cans often sold for over \$20, leading me to cut back significantly on my craft beer consumption. Where in Portland I would average about 7-8 pints a week, in Los Angeles I would maybe have a pint or two every few weeks as a treat. I sorely missed beer, but I couldn't justify the expense.

Since returning to Oregon in June, I've embraced our local beer culture once again, enjoying pints priced at around \$7-8. However, a new tax would push me and many others to reconsider even a single pint, or opt not to have that second one.

Imposing a tax on beer would not only exacerbate the challenges already faced by local breweries and taprooms, but would likely discourage consumers from enjoying the craft beers that make our state special, especially as costs of living continue to rise. This could lead to further declines in an industry that is an immense source of pride for Oregon.

I urge you to reconsider the proposed beer tax and its potential consequences on our vibrant craft beer community. Thank you for your attention to this important matter, and I welcome the opportunity to discuss further.

Cheers!
Christopher Mongillo

From: [Kristen Arzner](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 6:11:24 PM

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

To Whom It May Concern:

My name is Kristen Arzner and I am the co-owner of Block 15 Brewing Company in Corvallis, Oregon. We opened our original Brewpub in 2008 and currently operate three restaurants, two brewing facilities, a winery, and a beverage distribution operation. We employ 121 dedicated and hard-working Oregonians. I am writing to this Task Force to provide you with my perspective as you consider Alcohol Pricing. Imposing another tax on breweries in Oregon would be burdensome to the fiscal stability of my business.

Like most businesses, we have faced a myriad of challenges in recent years with increasing labor costs and increasing cost of goods, all while balancing the understandable pressure from customers to keep prices as low as possible. After first opening our doors during a recession and successfully navigating a pandemic, I can honestly say that it is more difficult to do business now than in any year since opening in 2008. But I love what I do, and am up for the challenge because I really believe that Oregon beer culture adds value to our communities.

In addition to the high-quality food, beer, and hospitality Block 15 serves, there are many aspects of my business's impact that I am very proud of. We strive to be a positive, team-oriented, and inclusive place of employment, offering numerous employee benefits programs, and always putting our team first. Second, we aim to be a good neighbor and member of our community by donating to nonprofits in our area and purchasing goods and services from local and regional businesses whenever possible. Third, we operate in a way I think is fiscally and socially responsible. Even when the cost of doing business continues to rise, our team always looks inward to find efficiencies and creative solutions rather than passing the buck to our valued customers.

The reality, however, is that there are only so many ways to minimize costs without compromising product quality and diminishing the hard-earned integrity of my brand. Imposing another tax on breweries and wineries would greatly affect the financial stability of my business and add further uncertainty into the viability of its future.

The nature of your work is serious and this issue is incredibly important. I appreciate your time. Please don't hesitate to reach out if you need additional information.

Sincerely,

--

Kristen Arzner
President and Co-founder
Block 15 Brewing Company, Inc.



From: [Ashley Schlegel](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 5:48:37 PM

You don't often get email from daffodill37@hotmail.com. [Learn why this is important](#)

To whom it may concern,

According to Oregon.gov, regarding HB 3610 "The measure specifies that task force members shall: study alcohol addiction and alcohol addiction prevention..."

As a small brewery owner, I hope this task force will spend the time to study alcohol addiction, its origins and its top contributors before considering imposing any additional taxes on Oregon's small businesses. Please take the time to understand how small Oregon breweries positively contribute to our communities and please be absolutely sure that any new tax or fee will **actually** do what you wish it will do and that you have weighed the negative outcomes to Oregon's hardworking business owners and their beloved employees.

One of my biggest fears as a business owner is that we will be unable to safely operate our business and pay our employees the living wage they deserve and offer them the excellent benefits they, and their families, rely on. Higher taxes and/or fees make it much more difficult, if not impossible, to do this.

I beg you to conduct thorough research on this topic and do not make any hasty decisions regarding additional taxes and fees.

Thank you for your time and consideration and your commitment to keeping Oregon a wonderful place to live and work.

-Ashley Schlegel

From: [Tyson Pruett](#)
To: [OLCC,Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 5:19:55 PM
Attachments: [anthema\(1\)_d8505059-28ed-462e-9868-30b6a1ae43a0.png](#)
[bluewhiteminimalistmodernfinancialadvisorlinkedinboxbanner\(7\)_e613a42e-ac15-4a7a-bb20-f00a6f9d6471.png](#)
[socialmediabanner_5dc4c30a-ff9e-43bb-8ca5-b2514d67070b.png](#)

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

Dear HB 3610 Task Force,

I am a CPA, and I work with a lot of local Oregon wineries. The industry has seen a decline in sales, increased costs of employees, increased state and local taxes, additional administrative burdens, etc. The last thing they need is for the State of Oregon to add to the challenges by making it even harder for them to stay in business. Please oppose raising Oregon's wind privilege tax and I would encourage you to ask the lawmakers to oppose it as well.

Thank you.

Tyson Pruett, CPA, PFS

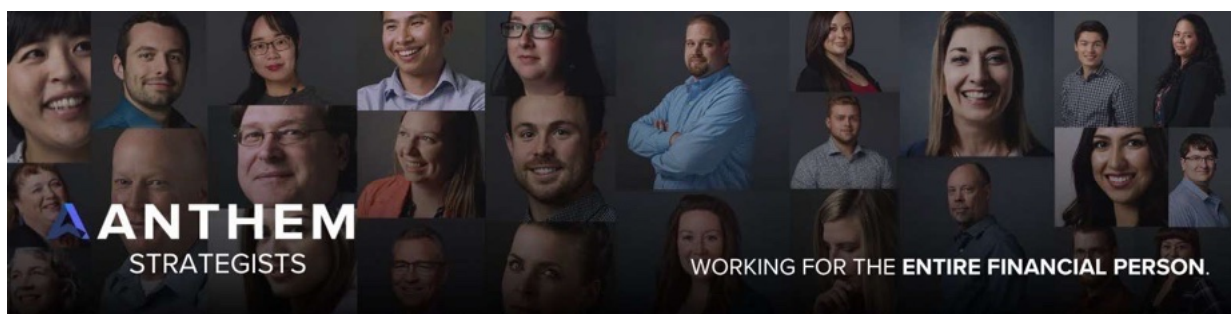


Tyson Pruett
Partner

FAX [REDACTED]
[REDACTED], Salem, OR 97301

Portland, OR 97224

www.AnthemStrategists.com
[UPLOAD DOCUMENTS HERE](#)



From: [Dan Munch](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 5:16:57 PM

You don't often get email from danmunch610@gmail.com. [Learn why this is important](#)

To whom it may concern,

I am writing to express my dissatisfaction with any proposal to raise taxes on beer or wine in Oregon, either as an excise tax increase or a new sales tax.

As a brewing industry veteran of 15 years, I was let go from my job almost a year ago and have had a difficult time finding a comparable role in the industry due to the major contraction in Oregon breweries in the past year and the risk aversion that goes with it. I live in Travis Nelson's district and worked for Widmer Brothers Brewery for 11 years, the largest brewing facility in the state, which is located in Tawna Sanchez's district.

Raising taxes on beer during this time when the local brewing industry is the weakest it's been in twenty years would have a devastatingly negative effect on the security of a large number of middle class jobs in the aforementioned districts, including the union production jobs at Widmer Brothers Brewery.

Part of what makes Oregon special is the favorable financial incentives that helped develop a one-of-a-kind culture of craft beer and wine that is the envy of other states. While alcohol addiction is a serious issue in Oregon that deserves a real solution, punishing those who imbibe responsibly with higher prices and threatening the jobs of those who produce beverages for the enjoyment of many Oregonians is not the way to fix this complex problem. I sincerely hope that Representatives Sanchez and Nelson think about the impact on the livelihoods of the people who live and work in their districts before choosing to advocate for tax increases that would devastate the Oregon beer and wine industries.

I have watched a lot of the meetings of the HB 3610 task force, and know how far apart many of the members are in reaching consensus. There are many other revenue streams that were proposed besides increasing taxes, and I hope that our state representatives get creative in finding a way forward that doesn't threaten the jobs and businesses of people I care about.

Sincerely,
Dan Munch
District 44 resident

From: [Nina and Brian Kawai Longden](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610
Date: Thursday, September 26, 2024 8:16:15 PM

You don't often get email from niandbri@msn.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.

Marina Longden

From: [Martha Figueroa](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB3610 Comments
Date: Thursday, September 26, 2024 7:05:04 PM

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

To the Alcohol Task Force,

I am writing to express my opposition to Representative Sanchez's proposed alcohol tax increases. The data presented by experts clearly shows that raising taxes will not reduce alcohol consumption. Instead, the focus should be on improving the efficiency of addiction recovery programs, especially since Oregon already spends more than most states on these services. Unfortunately, the Oregon Health Authority (OHA) has failed to track spending or measure success. Instead of imposing more taxes on our breweries, the state should conduct a third-party audit of OHA's SUD programs and ensure existing funds are used effectively. Thank you,

Martha Figueroa



Woodburn, OR. 97071



From: [Bill Hammack](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 8:05:50 AM

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

Dear HB 3610 Task Force and Oregon Lawmakers,

I am writing to express my opposition to any proposed increases in cider taxes in Oregon. Cider is a fundamental part of Oregon's identity, with over 70 cideries producing high-quality products using the fruits that our region is known for. Many of these cideries are small, family-run operations, and over half are owned by women.

These businesses are already struggling to survive due to rising costs. The price of fruit juice, a key ingredient in cider, has increased by 100%, making it harder for local cidermakers to remain profitable. In addition, supply chain issues, labor shortages, and the lingering effects of natural disasters like wildfires have further strained their resources. Imposing additional taxes on these businesses would be devastating and could lead to closures.

Raising cider taxes will not solve Oregon's fentanyl or addiction problems. The state has already allocated over \$1 billion to addiction prevention and recovery, yet the Oregon Health Authority has been unable to account for \$72 million of those funds. The problem isn't the lack of funding—it's the lack of oversight. Instead of increasing taxes on small businesses, we should focus on ensuring existing resources are being used effectively.

Please stand with Oregon's cidermakers and oppose any cider tax increase. These businesses are an essential part of our economy and community.

Sincerely,

Bill Hammack

From: [Chris Klein](#)
To: [OLCC,Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 3:12:47 AM

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

The last thing the Beverage and Hospitality Industries needs in Oregon is more taxes. This would inevitably result in many more lost jobs and closings. More businesses paying minimal taxes is always better than few businesses paying high taxes. Think about all the people in the industry loosing jobs and businesses this will close. Our shattered economy can't support more closures and loss. Small businesses need lifted up not torn down.

Chris Klein Sales Manager/Brewery Sales

Cell [REDACTED]

Office [REDACTED]

www.cascadefloors.com

Pardon any typos...Sent from my iPhone

From: [Mark Jackson](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 comments
Date: Friday, September 27, 2024 8:05:46 AM

You don't often get email from cruzzie63@gmail.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

I am writing to voice my opposition to the proposed increase in beer taxes in Oregon. With over 300 breweries generating \$8.7 billion in economic activity and providing 50,000 jobs, it is clear that our brewing industry is vital to the state's economy.

Recent statistics show a concerning decline, with approximately 50 breweries shutting down in the last two years. The pandemic has already taken a toll, and draft beer sales are down nearly 30%. The brewing community is struggling, facing inflation, supply chain disruptions, and a labor shortage. Adding more taxes would only exacerbate these challenges and threaten the livelihood of countless workers.

Moreover, the assertion that raising beer taxes would help combat substance abuse is misleading. The OHA has already been allocated substantial funds for addiction recovery, yet there are questions about its accountability. The missing \$72 million from SUD programs indicates a need for better management of existing resources rather than additional taxation.

Instead of taxing our breweries, let's ensure that the current funds are utilized effectively to address substance use issues. Raising beer taxes would not only harm local businesses but also fail to solve the problems we face.

I urge you to stand with our local breweries and oppose any tax increases.

Sincerely,
Mark Jackson

From: [Kenny Hartill](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 8:28:13 AM
Attachments: [image002.png](#)

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

Dear HB 3610 Task Force and Oregon Lawmakers,

As an employee of Columbia Distributing, I see firsthand the difficulties that the beverage industry in Oregon faces. I'm writing to urge you to oppose any increase in taxes on beer, wine, and cider. The industry is still recovering from the effects of the pandemic, and adding more taxes would threaten its fragile recovery.

We've dealt with rising ingredient costs, severe supply chain issues, and labor shortages. Consumers are already paying more for their favorite local beverages, and further tax increases would only drive them away, hurting local producers and distributors.

While we all acknowledge the substance abuse problem in Oregon, raising alcohol taxes won't solve it. The Oregon Health Authority has been unable to account for millions in substance use disorder program spending. We need to audit the OHA and ensure existing funds are being used effectively before considering new taxes.

Please protect Oregon's beverage industry and oppose any tax increase. This is a vital part of our state's economy and culture.

Sincerely,

Kenny Hartill

Director of National Accounts – Large Format & National C-Store
Columbia Distributing
[REDACTED] (cell) | Kenny.hartill.jr@coldist.com
www.coldist.com

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



From: [Bill Tollner](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 8:12:53 AM

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

Dear HB 3610 Task Force and Oregon Lawmakers,

I am one of over 1,400 employees at Columbia Distributing, and I strongly oppose raising taxes on beer, wine, and cider in Oregon. Our industry has faced enormous difficulties over the last few years—rising costs, labor shortages, and supply chain disruptions. Tax hikes will make it even harder for these businesses to stay afloat.

Consumers are already feeling the impact of these challenges, with prices for their favorite beverages at an all-time high. A tax increase would further drive up costs and reduce consumer demand, putting additional pressure on local breweries and cideries that are still recovering from the pandemic.

Oregon's substance abuse issues are serious, but raising alcohol taxes won't fix them. Only 3% of current alcohol tax revenue is allocated to substance use disorder programs, yet the Oregon Health Authority can't even account for millions of dollars in spending. Before increasing taxes, we need to ensure that existing funds are being used effectively.

Please vote against any tax increase and help support an industry that is vital to Oregon's economy and identity.

Sincerely,

William Tollner



Portland, OR 97218

From: [Elizabeth Ritter](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 7:54:23 AM

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

Dear HB 3610 Task Force and Oregon Lawmakers,

I am reaching out to voice my opposition to any increase in Oregon's beer taxes. With over 300 breweries in our state, the industry supports approximately 50,000 jobs and generates \$8.7 billion in economic activity. However, the pandemic has taken a toll, resulting in the closure of nearly 50 breweries in recent years.

Breweries face immense challenges, including rising costs for ingredients and labor shortages. Adding more taxes will only exacerbate these issues and threaten the livelihoods of workers in the industry. Our local businesses need support and stability, not increased financial burdens.

While addressing substance use disorder (SUD) is important, higher beer taxes are not the answer. The Oregon Health Authority (OHA) already spends substantial funds on addiction services, yet a recent report revealed that \$72 million remains unaccounted for. This mismanagement calls for a reevaluation of current spending rather than imposing new taxes on struggling breweries.

Instead of raising beer taxes, let's focus on ensuring that existing resources are used effectively to address addiction and support our breweries. Beer is an integral part of Oregon's culture and economy, and it deserves our support.

I urge you to oppose any tax increases on beer, which would harm our local businesses and communities.

Thank you for considering my perspective.

Sincerely,

Elizabeth Ritter



Portland OR 97202

From: [Lora Crismon](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 7:47:27 AM

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

Dear HB 3610 Task Force and Oregon Lawmakers,

I am writing to voice my opposition to the proposed increase in beer taxes in Oregon. With over 300 breweries generating \$8.7 billion in economic activity and providing 50,000 jobs, it is clear that our brewing industry is vital to the state's economy.

Recent statistics show a concerning decline, with approximately 50 breweries shutting down in the last two years. The pandemic has already taken a toll, and draft beer sales are down nearly 30%. The brewing community is struggling, facing inflation, supply chain disruptions, and a labor shortage. Adding more taxes would only exacerbate these challenges and threaten the livelihood of countless workers. *I'm already struggling with the economy and fully believe the bill would put my nearly 25 years of employment in the industry at higher risk (reduced head-count due to lower budgeting against high costs) which goes beyond financial ramifications by including my physical and mental wellness (stress, anxiety, pressure to do more with fewer teammates, etc.).*

Moreover, the assertion that raising beer taxes would help combat substance abuse is misleading. The OHA has already been allocated substantial funds for addiction recovery, yet there are questions about its accountability. **The missing \$72 million from SUD programs indicates a need for better management of existing resources rather than additional taxation.** *Higher taxes and more funds would put the State's continued mismanagement and losses on steroids. Fix the very real, serious problem of that first and prove that the Program is working; allow the industry to recover and small businesses to grow – then I, for one, would be more open to a new proposal.*

Instead of taxing our breweries, let's ensure that the current funds are utilized effectively to address substance use issues. Raising beer taxes would not only harm local businesses but also fail to solve the problems we face.

I urge you to stand with our local breweries and oppose any tax increases.

Best regards,

Lora Crismon

(personal address: [REDACTED] [Wilsonville OR 97070](#))

From: [Nathaniel Hobbs](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 7:37:02 AM

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

Good morning,

I have lived in Oregon my whole life, worked in the restaurant industry for 20 years and has many, many friends in the beer and wine industry. I do not believe that adding any sort of tax that would ultimately greatly hurt the wonderful small craft beer and wine industry would be a good idea. I appreciate all efforts to provide more help for people with addiction, but I do not believe this is the right target. Most, if not nearly all, alcoholics do not consume a majority of the more expensive craft beverages. Larger national brands of cheaper beer, malt liquor, boxed wine and cheap liquors are more likely to be abused.

Again, I do appreciate the effort being put into this and would love to see more state assistance for addiction of all varieties, but I do not believe this is a smart or vable way. As you know, the effort, stress and cost that goes into running a small brewery or winery is tremendous and any added costs could be extremely detrimental.

Thank you
Nathaniel Hobbs
Portland, OR

From: [Liz Bethell](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 7:04:22 AM

You don't often get email from lizkbethell@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.



Liz Katona Bethell
Hospitality Management Professional

 lizkbethell@gmail.com
 [REDACTED]

From: [Ramey, Kari](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 6:59:33 AM

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

Hello,

Placing a tax on this major Oregon Industry does everything to discourage and penalize this agricultural product and a major source of Oregon tourism. No to this tax.

Sincerely,

Kari Ramey

[Kari Ramey](#)

[Zenith Vineyard Wedding and Events](#)



[Salem, OR 97304](#)



From: [Jeff Hatten](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 6:44:08 AM

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

Dear Members of the Task Force on Alcohol Pricing and Addiction Services,
I am writing to provide feedback on HB3610 regarding potential tax increases on alcohol. While I understand and appreciate the need to address alcohol addiction and fund essential services, I urge caution in raising taxes on alcohol, particularly for small businesses, craft breweries, and distilleries. These small businesses are the cultural backbone of many of our neighborhoods and communities.

Craft breweries and distilleries contribute significantly to Oregon's local economy and play a vital role in fostering community identity and pride. Increasing taxes could be detrimental to these businesses, many of which are already grappling with inflation, supply chain issues, and labor shortages.

It is important to avoid leaning towards the prudish tendencies of a neoprohibitionist movement that could inadvertently harm these community staples. A significant tax increase could discourage patrons and potentially lead to closures of these establishments.

While some adjustments to alcohol taxes may be necessary, I strongly advocate for any increase to be kept small and measured. This will help mitigate the negative impact on small businesses while still addressing the broader goals of HB3610.

Thank you for considering this perspective, and I look forward to the task force's findings.

Sincerely,
Jeff Hatten
Corvallis

From: [Jeremy Hoff](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 1:54:30 AM

You don't often get email from jeremyhoff73@gmail.com. [Learn why this is important](#)

There are reasonable times to add new taxes. Taxing beer in such a way that will hurt Oregon's awesome craft brewers is NOT reasonable. It is bad for beer lovers, terrible for small business, and in the long run a huge loser for Oregon. You will end up with less revenue as a result of this. Don't be Big Government, be the opposite of that and do the right thing. Do NOT slap a new tax on our America-best Oregon craft brewers.

Jeremy Hoff

From: [Abram Goldman-Armstrong](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 10:59:31 PM

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

Dear OLCC- I am gravely concerned about the attempt to raise the taxes on Oregon breweries and cideries. I worked in the brewing industry from 2000-2019 in Oregon, and after a large number of closures in 2019 due to economic pressures, I moved to Norway where I became brewmaster of a microbrewery which produced 240,000 liters (about 2000 US Barrels) of beer, cider, and soda in 2023. I have recently taken over as production manager of a craft cidery in Western Norway.

Brewers in Oregon are already facing extremely high costs of doing business. Many are still struggling to recover from the after effects of COVID, which gutted on premise sales. In addition to the high energy and raw materials costs, brewers are already facing a public that is decreasing its consumption of alcohol.

Please don't let a large increase in taxes be the nail in the coffin for Oregon craft beer, cider, wine and craft spirit producers. It's not just the jobs of those producing the beverages, but barley, hop, apple, grape and berry farmers you'll be impacting by raising the beer tax.

Norway could well be a cautionary tale. Norway has the highest alcohol tax in Europe and the craft beer market here peaked at just under 4% of the beer market in 2018 and has been declining ever since. Brewers are struggling, laying off workers, and many are closing their doors due to the same increased cost of raw materials and energy and after effects of COVID which are also impacting Oregon producers. It's simply too hard for the independent breweries here to compete with multinational giants such as Carlsberg. In Oregon half of the beer sold in the state is brewed in the state. That's do not only to the hard work of entrepreneuerial brewers, but also to a favourable tax structure. Please keep it that way.

Thanks for your consideration, Abram Goldman-Armstrong, Production Manager Alde Sider, Nå, Norway

From: [Nathan Lulay](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 10:58:50 PM

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


Alcohol Task Force,

I am writing to express my strong opposition to the proposed increase in beer, wine, and cider taxes. Oregon's \$17 billion beverage alcohol industry is the third largest source of revenue in the state and an essential part of our economy and cultural identity. This industry supports over 100,000 family-wage jobs, including the 1,400 employees at Columbia Distributing.

Instead of burdening businesses with higher taxes, the state should prioritize using the substantial funding that has already been allocated to address addiction issues. Increasing taxes on an industry that has been a backbone of Oregon's economy is not the solution.

Thanks,

Nathan Lulay

 Scappoose, OR 97056

From: [Wynne Peterson-Nedry](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 9:52:08 PM

You don't often get email from wynnepn@rrwines.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,
Wynne

Wynne Peterson-Nedry
Winemaker/Owner [RIDGECREST](#)
40th Harvest Approaching!
C: [REDACTED]
Sent from my iPhone

From: [Monica Carson](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 9:33:56 PM

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

I am writing to encourage you to not increase taxes on wine. The margins on wine production are very slim for small producers. An added tax at the register will impact small producers negatively.

Thank you,
Monica Carson

From: [Scott Ridinger](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments+
Date: Friday, September 27, 2024 7:00:58 AM

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

Dear HB 3610 Task Force and Oregon Lawmakers,

I am writing to express my strong opposition to any proposed increase in Oregon's beer taxes. Our state boasts over 300 breweries that generate approximately 50,000 jobs and contribute \$8.7 billion in economic activity annually. However, we have lost nearly 50 breweries in the last two years alone, showcasing the dire state of our local brewing industry.

Oregon breweries are already facing significant challenges, including rising ingredient costs, supply chain issues, and a labor shortage. Adding more taxes would further threaten their survival and hinder their recovery from the pandemic. Our local businesses need stability in the tax code, not more financial burdens.

While addressing substance use disorder (SUD) is crucial, raising beer taxes will not effectively tackle this issue. Oregon spends significantly on addiction recovery and prevention, yet there are accountability concerns within the Oregon Health Authority (OHA). A recent report revealed a staggering \$72 million unaccounted for in SUD program spending.

Instead of increasing taxes on struggling breweries, we should focus on ensuring that existing funds are used effectively. The OHA must be audited before any tax hikes are considered.

Beer is not just a beverage; it's part of Oregon's identity and economy. I urge you to oppose raising beer taxes and support our local breweries, which are essential to our communities.

Thank you for considering my viewpoint.

Sincerely, Scott Ridinger

 Tualatin OR 97062

From: [Carol Brian](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments--Oppose Raising Wine Tax
Date: Friday, September 27, 2024 6:04:56 AM

You don't often get email from csp2000@ykw.net. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers

We oppose raising Oregon's wine privilege tax. Raising the tax will hurt small farms like ours.

Oregon's wineries and vineyards create jobs, bring in tourist and make Oregon a top wine-producing state. Many of our tax dollars have already gone into creating this positive consumer perspective. Please don't ruin that.

And we are appalled at using government funds for the Oregon Health Authority's *Rethink the Drink* ad campaign. There is no doubt that these have targeting moderate drinkers and decreased Oregon wine sales.

There is already ample funding available for addiction and recovery services. The money that is allocated, can't even be fully accounted for.

Wine has been a vital part of Oregon's economy and identity. In order to continue making the world-class wines, Oregon's wineries and growers need the support of Oregon lawmakers.

Frank and Carol Brian, farmers
Bend, Oregon

From: [Marshall, Jeff A](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610
Date: Friday, September 27, 2024 5:49:01 AM
Attachments: [image001.png](#)

You don't often get email from jeff.a.marshall@ampf.com. [Learn why this is important](#)

This is to express my strong opposition to HB 3610. As our state's economy continues to recover, now is not the time to impose an excise tax on the small businesses in the craft brewing industry. I appreciate the intent of the bill – to address our addiction crisis in our state – but imposing this tax on the small craft breweries would be counter-productive. The industry is already facing challenged and this would compound the ability to succeed, grow and continue to be a revenue producer in our state.

Thank you for your consideration.

Respectfully,

Jeff Marshall

Jeff Marshall
Franchise Consultant

.....
Ameriprise Financial Services, LLC



West Linn, Oregon 97068

Office: 



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**

From: [Campbell Morrissy](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB3610 Comments
Date: Friday, September 27, 2024 5:36:09 AM

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

Dear HB 3610 Task Force and Oregon Lawmakers,

I am the Director of Brewery Operations at pFriem Family Brewers in Hood River, Oregon and have been a professional brewer for 14 years. My entire career has been in the craft brewing industry and while I understand the challenges of working in the alcohol industry, I can't imagine a better place to work.

I believe in the importance of a strong tax structure and the value that a reliable tax base provides to our state government. Further I know that alcohol is a problematic product that does require regulation and a higher tax structure than similar products. That said, the tax being proposed is excessive to the point of being punitive. The craft beer market is already facing headwinds and this tax further threatens the viability of the industry. Oregon has a long history of brewing (see the [Oregon Hop & Brewing Archives](#) nested within Oregon State University) but this tax could be the end of much of its success.

Please be thoughtful when considering this legislation.

Cheers,

--

CAMPBELL MORRISSY, Ph.D
DIRECTOR OF BREWERY OPERATIONS

e | campbell@pfriembeer.com

p | [REDACTED]

w | www.pfriembeer.com

pr | he/him

[REDACTED]

Hood River, OR 97031

From: pdkircher@goldenvalleybrewery.com
To: [OLCC.Communications](#) * [OLCC](#); "[Ramsey Cox](#)"
Cc: alexk@goldenvalleybrewery.com; brew@goldenvalleybrewery.com
Subject: OR HB 3610 Comments
Date: Friday, September 27, 2024 7:38:16 AM
Attachments: [OR HB 3610 beverage tax letter 9-27-24.doc](#)

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

To whom it may concern:

Please see attached comments on OR HB 3610.

Feel free to contact me if you have any questions.

Thank you

Peter Kircher

GVB

Golden Valley Brewery & Restaurant

www.goldenvalleybrewery.com



McMinnville, OR 97128



Beaverton, OR 97006



Cell 

GOLDEN VALLEY BREWERY

HANDCRAFTED BEERS OF GREAT BALANCE & RARE COMPLEXITY

McMinnville, Or. 97128 phone fax

www.GoldenValleyBrewery.com

Dear HB 3610 Task Force and Oregon Lawmakers,

We are a small family owned and operated brewery in the heart of the Willamette Valley which we started in 1993. We currently have about 150 full and part time employees. 2023 was one of the best years we have had in sales in the last 30 years we have been doing business and 2024 has been one of the worst.

Mandated wage increases and Oregon CAT taxes along with increasing local taxes have created a serious challenge to our sustainability. All of the local beer and wine producers in the area are experiencing the same challenges and there will be more fallout and closing businesses to come for those who cannot survive these challenges.

Another operations tax will only put more beverage producers out of business which will directly impact your tax revenues.

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,

Peter Kircher
Owner
Golden Valley Brewery

From: [Christina Cary](#)
To: [OLCC.Communications * OLCC](#)
Subject: Please Help
Date: Friday, September 27, 2024 6:06:30 AM
Attachments: [Outlook-u3hjj4b1.png](#)

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

Dear HB 3610 Task Force and Oregon Lawmakers,

I am an employee at River Barrel Brewing/dba Buoy Beer Co. for the last 6 years. 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 potentially forcing me and my family into the Oregon Health Plan. Breweries already pay more in taxes per beer than 75% of other states including our neighboring states. My family and I are proud to work at River Barrel Brewing and our contribution to our community. Please do not tax us out of our benefits!

Thank you,

Christina Cary
Marketing Manager



[Buoy Beer Company](#)

[Pilot House Distilling](#)

[River Barrel Distributing](#)



Check out our new website! www.pilothousedistilling.com

From: [Bill Bartman](#)
To: [OLCC.Communications * OLCC](#)
Subject: "HB 3610 Comments"
Date: Friday, September 27, 2024 9:40:29 AM

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

- Do we really want to put Oregon's small independent breweries out of business? We continue to struggle since COVID!!
- 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.
- 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%”
- 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, 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'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, 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.

Bill Bartman

From: [Emily Everett](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 comments - I oppose!
Date: Friday, September 27, 2024 9:28:45 AM

You don't often get email from eleverett76@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.

Emily Everett

Co-Owner & General Manager - Quaintrelle

General Manager - Abbey Road farm

From: [Peter Francis](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 9:54:02 AM

[You don't often get email from petefrancis11@yahoo.com. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification>]

Please, we don't need more taxes on alcohol to support the inefficient OHA that wastes most of the money they already receive. They need to clean up their act not us taxpayers. Thanks Pete Francis
Sent from my iPhone

From: [Doug Tunnell](#)
To: [OLCC.Communications * OLCC](#)
Cc: [mm@brickhousewines.com](#); [Savannah Mills](#); [Kerry Erwin](#); [Brian Dooley](#); [Julia Dietlin](#); [Matthew Hawkins](#); [Karen Halliday](#); [Hellie](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 9:39:34 AM
Importance: High

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

Dear HB 3610 Task Force and Oregon Lawmakers,

Like nearly all wine producers in Oregon, we are struggling with a significant slow-down in wine sales that is seriously restricting our ability to continue hiring top rate employees and offer them the full benefit packages they deserve.

I'm sure you are aware of the many reasons for this, ie. the 2020 wild fire smoke disaster in the Willamette Valley...the increase in inflation in recent years, etc. It is just at times like this that we look to our lawmakers and state leadership for support.

Instead we are facing HB3610 and the potentially devastating consequences it could bring to our family business.

We believe there is already ample funding for addiction and recovery here in Oregon. The facts clearly bear this out. 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.

We whole heartedly support programs to address alcohol abuse. But not all consumers are abusers. Far from it !

Please help us to continue to grow and contribute to the general revenues of our state and to offer living wages to the people who work with us by opposing this proposed increase in our taxes.

Sincerely,

Doug Tunnell | Owner/ Winemaker | Brick House™ Vineyards & Wine Company
[REDACTED] Newberg, Oregon | [REDACTED] | www.brickhousewines.com

...Thirty Years in Harmony with Nature... Certified Organic in 1990... Demeter Biodynamic since 2005...

From: [Jeffrey Hartman](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 comments
Date: Friday, September 27, 2024 10:05:11 AM

You don't often get email from jhartman@hollandpartnergroup.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.

Jeff Hartman

Vice President of Construction



Vancouver Corporate Office

From: [Kristof Farms LLC](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 10:03:08 AM

You don't often get email from info@kristoffarms.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.

Regards,
Jane Kristof

--

Kristof Farms Team
[KristofFarms.com](https://kristoffarms.com)
Kristof Farms



From: [Igor](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 9:58:57 AM

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

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's 300+ breweries are essential, creating 50,000 jobs and generating \$8.7 billion annually. However, this is down from nearly 400 breweries before the pandemic, with significant declines in draft beer sales, hop harvests, and craft beer sales.

Our breweries face major challenges, including inflation, supply chain issues, employee shortages, natural disasters, and the pandemic. They need stability in our tax code, not more taxes.

Oregon's fentanyl problem stems from poor planning and accountability by the Oregon Health Authority (OHA), not alcohol or insufficient funding. Despite substantial investments in drug addiction recovery, OHA has mismanaged funds, with \$72 million unaccounted for.

An ECONorthwest report shows taxes are ineffective in controlling problem drinking. If SUD funding is a priority, more than the current 3% of alcohol revenues should be allocated. A third-party audit of OHA is necessary before considering tax increases on struggling businesses.

Being a company located on the Oregon Coast, there is not a lot of opportunity as an individual who has been in the industry for 12+ years without having to move. We've already had to make some challenging decisions to survive the pandemic as a company and this initiative will not help those in our rural community.

Beer is vital to Oregon's economy and identity. I oppose raising beer taxes and urge you to do the same.

Cheers,

Igor Galuza

Pelican Brewing Company

From: [Alexandria Cross](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 9:52:43 AM

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

Dear HB 3610 Task Force and Oregon Lawmakers,


I am an employee at Columbia Distributing, the largest beverage wholesaler in the Pacific Northwest, and I oppose any proposed tax increase on beer, wine, and cider. These taxes would put undue strain on an industry that has already faced significant difficulties, from supply chain disruptions and ingredient price hikes to labor shortages and closures of local breweries.

The pandemic hit our industry hard, and many businesses are still struggling to recover. Adding more taxes at this moment will hurt these businesses even more, drive consumers away, and risk long-term damage to our local beverage economy.

Oregon's substance abuse issue is important, but raising taxes on alcohol won't solve it. The Oregon Health Authority has shown inefficiency in managing funds for substance use disorder (SUD) programs. With millions of dollars unaccounted for, it's clear that we need a full audit of how current funds are being spent before considering any new tax increases.

Please consider the impact on Oregon's \$17 billion beverage industry and its thousands of workers. I urge you to vote against any tax increase on beer, wine, and cider.

Sincerely,
Alexandria Cross

 Portland OR 97219

From: [Curtis Nelson](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 9:51:23 AM

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

Dear HB 3610 Task Force and Oregon Lawmakers,

I can't believe that I have to write this letter, but here we are. The proposed tax increase outlined below will absolutely be catastrophic to craft breweries in Oregon. The proposed increase will most likely cause more brewery closures which, in turn, will mean the state will get less money in the long run anyway. It simply doesn't make sense. What you, the lawmakers, should be doing is everything you can to cultivate small businesses and not use one industry as a scapegoat. I am an Air Force veteran who used his GI Bill to attend Oregon State University in order to pursue a career in craft beer. Now the state of Oregon is proposing a tax increase that could severely derail that career path in this industry of people who care about creating a quality product while using largely locally sourced ingredients from hop farmers, yeast manufacturers, and grain processing facilities.

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,

--

Curtis Nelson

Brewer - Bevel Craft Brewing



From: [Tim Frink](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 9:40:46 AM

You don't often get email from timfrink5@gmail.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.

But Oregon cidermakers 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.

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

Cheers,

Tim Frink

From: kenjen303@aol.com
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 9:36:06 AM

You don't often get email from kenjen303@aol.com. [Learn why this is important](#)

To the HB 3610 Task Force and Oregon Legislators,

Oregon is home to over 1,100 wineries and 1,500 vineyards, contributing to 50,000 jobs, \$2.4 billion in wages, 2.3 million tourist visits, and \$8 billion in economic activity annually, making it a leading wine-producing state. However, due to the pandemic, consumer drinking habits have shifted, resulting in reduced wine sales.

Oregon's small, family-owned wineries and vineyards are facing significant challenges. Sales and tasting room visits have dropped, while the costs of labor, natural disasters, supply chain disruptions, and rising goods prices have increased. These local businesses need legislative support, especially with a stable tax code rather than additional taxes.

There is already sufficient funding for addiction and recovery programs from recent investments. The Oregon Health Authority presented that they haven't spent the entire \$72 million allocated for substance use disorder (SUD) programs between 2021-2023, which exceeds what the state earns from wine and beer taxes. If more funding for SUD programs is needed, lawmakers should consider using existing alcohol tax revenues before increasing taxes on struggling Oregon businesses. Additionally, the public health agency should focus on addressing problem drinkers rather than implementing measures that target moderate consumers.

Wine plays a crucial role in Oregon's economy and culture. To continue producing the world-class wines that Oregon is known for, wineries need the continued backing of lawmakers.

I am against raising Oregon's wine privilege tax and urge legislators to follow suit.

Sincerely,

Ken Dailey

From: [Amanda Lundeborg](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 9:34:29 AM

You don't often get email from a.lundeborg@2townsciderhouse.com. [Learn why this is important](#)

To whom it may concern,

I am writing on behalf of the craft cider and beer industry to address the proposed tax increases to Oregon companies.

My name is Amanda Lundeborg, during my time living in Corvallis I saw first hand how much positive impact local breweries, craft restaurants, and the employees at these businesses had on the community.

After graduating I was hired at 2 Towns Ciderhouse. Working as a sales rep throughout the state I saw how the craft beverage industry is so beneficial to the state of Oregon!

Now, over 9 years later I am proud to still be a member of the 2 Towns team!

I fear that raising taxes on Oregon craft producers would not only negatively impact the companies themselves, but small businesses as well.

I hope this message finds you well and have a nice day,

Amanda Lundeborg

Market Manager - Idaho/Montana
2 Towns Ciderhouse

 (C)

a.lundeborg@2townsciderhouse.com

www.2townsciderhouse.com



From: [Scott Zimmerman](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 9:29:30 AM

You don't often get email from s.zimmerman@2townsciderhouse.com. [Learn why this is important](#)

Dear Members of the Task Force,

I am writing to you as a concerned citizen who has long supported Oregon's craft alcohol industry, both as a consumer and an advocate for local businesses. The proposal to increase taxes on alcohol through HB3610 is troubling for many reasons, not least of which is the way this process has been handled.

The HB3610 task force, which was supposed to provide a balanced and fair assessment of the issues, has instead been heavily biased in favor of increasing taxes. With a majority of voting seats occupied by recovery advocates and only a minority representing the alcohol industry, it's clear that the process was skewed from the start. The fact that the alcohol industry was given only two out of fifteen sessions to present their case further highlights this imbalance. Moreover, it is alarming 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. This feels like an attempt to sway public opinion in favor of a predetermined outcome.

Beyond the procedural issues, it is important to recognize the cultural and economic contributions of Oregon's craft beer, wine, cider, and spirits industries. These businesses are not just about alcohol; they are about community, tradition, and the unique identity of our state. They support local farmers, create jobs, and attract tourists from around the world. An increase in taxes would not only threaten these businesses but also erode a vital part of what makes Oregon special.

Furthermore, Oregon is already one of the best-funded states in the nation for addiction recovery on a per capita basis. The Oregon Health Authority's mismanagement of existing funds, including the inability to account for \$72 million, suggests that the issue lies not in the amount of funding but in its administration. Increasing taxes without addressing these management issues will only result in more wasted resources and greater harm to an already struggling industry.

I strongly urge the task force to reject the proposed tax increase and to focus instead on ensuring that existing funds are used effectively and that the process remains fair and unbiased.

Sincerely,

Scott Zimmerman
Cellar Crew & Production Lead
2 Towns Ciderhouse

s.zimmerman@2townsciderhouse.com



From: [Scott Zimmerman](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 9:28:47 AM

You don't often get email from s.zimmerman@2townsciderhouse.com. [Learn why this is important](#)

Dear Chair Sanchez and Task Force Members,

As an Oregonian deeply invested in the success of our state's craft cider industry, I feel compelled to speak out against the proposed alcohol tax increase under consideration resulting from HB3610. The notion that raising taxes will solve our state's addiction crisis is deeply flawed, especially when considering the broader context of how addiction recovery funds are currently managed in Oregon and the lack of supporting data.

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. This is not a small oversight; it represents a significant portion of the resources that could be helping those in need. Moreover, 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?

What's more troubling is that 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 craft cider industry in Oregon is a critical part of our state's economy and cultural heritage. Small wineries provide jobs, support tourism, and contribute to the unique identity of our state. Taxing these businesses more heavily will not solve the underlying issues of addiction but will instead cause economic harm and erode the rich cultural landscape that makes Oregon special.

I urge the task force to consider these points carefully and to prioritize better management of existing funds over imposing new taxes on an already struggling industry.

Sincerely,

Scott Zimmerman
Cellar Crew & Production Lead
2 Towns Ciderhouse

s.zimmerman@2townsciderhouse.com



From: [Scott Zimmerman](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 9:27:57 AM

You don't often get email from s.zimmerman@2townsciderhouse.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,

Scott Zimmerman
Cellar Crew & Production Lead
2 Towns Ciderhouse

s.zimmerman@2townsciderhouse.com



From: [Joshua Russell](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 9:25:27 AM

You don't often get email from j.russell@2townsciderhouse.com. [Learn why this is important](#)

Dear Chair Sanchez and Task Force Members,

As an Oregonian deeply invested in the success of our state's craft cider industry, I feel compelled to speak out against the proposed alcohol tax increase under consideration resulting from HB3610. The notion that raising taxes will solve our state's addiction crisis is deeply flawed, especially when considering the broader context of how addiction recovery funds are currently managed in Oregon and the lack of supporting data.

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. This is not a small oversight; it represents a significant portion of the resources that could be helping those in need. Moreover, 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?

What's more troubling is that 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 craft cider industry in Oregon is a critical part of our state's economy and cultural heritage. Small wineries provide jobs, support tourism, and contribute to the unique identity of our state. Taxing these businesses more heavily will not solve the underlying issues of addiction but will instead cause economic harm and erode the rich cultural landscape that makes Oregon special.

I urge the task force to consider these points carefully and to prioritize better management of existing funds over imposing new taxes on an already struggling industry.

Sincerely,

Joshua

2 Towns Ciderhouse

--

Joshua Russell
Seattle & Spokane Sales
2 Towns Ciderhouse

Cell: [REDACTED]
j.russell@2townsciderhouse.com

www.2TownsCiderhouse.com

[REDACTED] Corvallis, OR 97333



From: [Kathleen Francis](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 9:24:51 AM

[You don't often get email from kathyfrancis11@icloud.com. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification>]

Dear OLCC:

I am writing to ask you NOT to raise taxes on beer and alcohol!

I am a 74 year old retiree with limited income. My husband is 79. We enjoy going out for lunch or Happy Hour dinner at local small Breweries and restaurants. We also enjoy having a beer or a glass of wine with our dinner. Unfortunately, the prices keep going up!

Since the Pandemic, many small breweries and businesses have closed due to the rise in costs of ingredients, labor and all operating expenses including lack of workers!

This is extremely sad, as Oregon has been a leader in craft beers and has become well known to tourists coming to visit this beautiful state. Over 300 Breweries create jobs and pay taxes already! We don't want to lose more of them due to higher taxes!

I do not believe that beer, wine and cider industries should bear the burden of paying for all treatment programs in Oregon, while addictions to gambling and drugs use more of the recovery programs. Oregon already pays more for recovery and prevention programs than most other states!

Please help our small businesses STAY in business by NOT adding additional taxes on beer, wine and cider.

Thank you!

Kathleen Francis

Sent from my iPhone

From: [Grant Reiber](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 9:24:17 AM

You don't often get email from g.reiber@2townsciderhouse.com. [Learn why this is important](#)

Dear Chair Sanchez and Task Force Members,

As an Oregonian deeply invested in the success of our state's craft cider industry, I feel compelled to speak out against the proposed alcohol tax increase under consideration resulting from HB3610. The notion that raising taxes will solve our state's addiction crisis is deeply flawed, especially when considering the broader context of how addiction recovery funds are currently managed in Oregon and the lack of supporting data.

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. This is not a small oversight; it represents a significant portion of the resources that could be helping those in need. Moreover, 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?

What's more troubling is that 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 craft cider industry in Oregon is a critical part of our state's economy and cultural heritage. Small wineries provide jobs, support tourism, and contribute to the unique identity of our state. Taxing these businesses more heavily will not solve the underlying issues of addiction but will instead cause economic harm and erode the rich cultural landscape that makes Oregon special.

I urge the task force to consider these points carefully and to prioritize better management of existing funds over imposing new taxes on an already struggling industry.

Sincerely,

Grant Reiber
Off-Premise Representative
2 Towns Cider
Cell [REDACTED]
G.Reiber@2townsciderhouse.com
www.2TownsCiderhouse.com



From: [Scott Zimmerman](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 9:18:45 AM

You don't often get email from s.zimmerman@2townsciderhouse.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 60 cideries are women-owned businesses.

But Oregon cidermakers 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.

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

Cheers,

Scott Zimmerman
Cellar Crew & Production Lead
2 Towns Ciderhouse



s.zimmerman@2townsciderhouse.com



From: [Christi Leamer](#)
To: [OLCC,Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 9:09:00 AM
Attachments: [image001.png](#)
[HB 3610 Task Force and Oregon Lawmakers.pdf](#)

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

Good Morning,

Thank you for taking the time to read my letter.

Cheers,

Christi Leamer

Accounting

t: [REDACTED] | f: [REDACTED] | e: CLEamer@deschutesbrewery.com

[REDACTED] | Bend, OR 97702

DESCHUTES **BONEYARD BEER**
BEND, OR

Dear HB 3610 Task Force and Oregon Lawmakers,

I've been a co-owner at Deschutes Brewery since 2018, this is a family and employee-owned business. Co-owner benefits include health insurance that provide access to mental health and addictive services which is the focus of this taskforce. It doesn't seem that the taskforce acknowledges that the manufacturer operates on a smaller margin then retail outlets and other revenue sources. Companies such as ours struggle with the increasing cost of doing business including rising costs due to inflation, supply chain disruptions, and shortage of employees while continuing to feel the effects of the pandemic. Breweries currently pay \$0.32/case in CAT and excise tax in Oregon on top of the \$1.16 paid in federal excise tax. An increase in tax further reduces the small margin local breweries operate at which will have a direct impact on the employees and in turn the benefits available to them including employment.

In the last two years, Oregon has lost 50 breweries, brewpubs and taprooms, that's a lot of people who lost their jobs and benefits. The hospitality industry is a vital part of the economy in Oregon, this industry is still trying to recover from the shutdowns and ongoing effects of the pandemic. I understand our state has an addiction crisis, but it's unrealistic to ask Breweries/Wineries/Cideries to shoulder the expense all services & programs.

Speaking as a tax paying Oregonian rather than an employee, the OHA and all programs where tax money has been allocated should be held accountable for how those monies are being spent and how the programs are working. I urge this taskforce to consider the direct impact an increase in tax will have on the employees and families of breweries/wineries/cideries. An increase in tax is not the solution when there is no accountability to the millions already provided with little success.

Thank you for your time and consideration,

Christi Leamer

From: [Laura Heckeroth](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 8:48:23 AM

You don't often get email from laura@kiwandahospitality.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,

From: casi@namastevineyards.com
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 8:38:29 AM
Importance: High

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

As a small, family-owned winery established in 2001, 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,

Casi Masciorini

Casi Masciorini
Owner
Namaste Vineyards


Dallas, OR 97338
www.namastevineyards.com

From: [David Lehane](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 8:30:42 AM

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

Dear HB 3610 task force and Oregon lawmakers.

Any tax increases in such as an excises tax will have devastating effects on an already suffering industry.

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 has lost about 50 breweries, brewpubs and taprooms in the last two years and draft beer is down nearly -30%. The Oregon hop harvest is down -18% and craft beer is down at least -2.1%. And this is all resulting in a loss of jobs and lively hoods.

We are facing supply chain issues, inflation and increasing costs, so much so that we personally are taking action so as to prevent our closure. We need support from lawmakers and request that you consider the negative impact that a tax increase would do to an already struggling industry? A tax increase would sadly be more than a lot of Breweries could financially sustain and would sadly result in further closures and more loss of jobs within our industry.

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
David Lehane
Drop Bear Brewery Eugene OR.

From: [Emily Everett](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 OPPOSED
Date: Friday, September 27, 2024 9:20:59 AM

You don't often get email from emily@abbeyroadfarm.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,

From: [S Bayard](#)
To: [OLCC.Communications * OLCC](#)
Subject: Opposition to Tax Increases
Date: Friday, September 27, 2024 8:30:17 AM

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

To Whom It May Concern:

I am writing as an employee of a bottle shop in Portland and as the director of a small nonprofit representing over 40 WV wineries. I am opposed to the tax increases.

The OHA wasted the practically the same amount of money invested in promoting wine tourism on a misleading ad (Rethink the Drink Why: 60). This ad unfairly targeted wine while nonsensically providing tacit support of the binge drinking of beer. And since receiving pushback, the agency has pulled it. Some sort of oversight, or maybe an intervention!, of their spending could better help steer the group towards healthier choices.

I fully support funding addiction services, but the money isn't being properly spent. Only 3% of alcohol tax revenue is even being spent on addiction services, so it's not like a tax increase would help. Why not restructure the budget to increase funding instead of putting small wineries out of business?

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

Regards,

Suzanne Bayard
(she/her)
Vinopolis Wine Shop

From: [Megan Hallowell](#)
To: [OLCC,Communications * OLCC](#)
Subject: HB 361
Date: Friday, September 27, 2024 10:17:31 AM

You don't often get email from meganh@pelicanbrewing.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.

Funds need to be appropriated properly, and the extensive overreach of taxing needs to be eliminated. Taking from the families of Oregon that the Brewing Industry support is an absolutely disgusting practice.

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,

Megan Hallowell

General Manager – Taproom

o [REDACTED]
c [REDACTED] | pelicanbrewing.com

Tillamook, OR 97141



From: [Katrina Schmidt](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 10:20:11 AM

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

Good morning,

My name is Katrina Schmidt and I am writing to you to give you my thoughts on HB 3610. As an Oregon resident, I recognize the importance of addressing addiction and supporting those struggling with alcohol dependency. Programs that provide treatment and resources are essential for the well-being of individuals and our communities. However, House Bill 3610's proposed heavy tax on local breweries to fund these programs is not the right approach. Our breweries are vital contributors to the local economy, offering jobs, attracting tourism, and enriching our state's culture. By placing this financial burden on them, we risk driving up the cost of doing business and ultimately increasing prices for consumers—hurting both small businesses and everyday Oregonians.

The assumption that raising alcohol prices will reduce addiction is flawed. Those who are already struggling with alcohol dependency will not simply stop purchasing alcohol because it becomes more expensive. Instead, they may face greater financial strain while continuing their harmful behavior. Addiction is a public health issue, and it should be treated as such. Just as the state funds programs for other chronic illnesses like diabetes or heart disease, the burden of funding addiction treatment should not fall on local businesses, especially those that play such a crucial role in our state's economy.

I appreciate the task force's efforts to address the pressing issue of addiction in Oregon. However, I believe the solution lies in a more equitable funding approach, one that draws from state resources rather than unfairly penalizing a vital sector of our local economy. Our breweries are part of what makes Oregon unique, and we should be supporting them, not jeopardizing their future. Thank you for taking the time to consider these concerns.

Best,

Katrina Schmidt

From: [Brian Marthaller](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 10:17:33 AM

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

Alcohol Task Force,

Oregon is home to nearly 400 breweries, 1,000 wineries, and 70 cideries, many of which are small, locally-owned businesses. Together, they support over 100,000 jobs and contribute billions of dollars in economic activity. These businesses are integral to our state's identity and economy.

The proposal to raise alcohol taxes would place an unfair burden on these small businesses, especially in light of OHA's mismanagement of existing addiction treatment funds. We need to support these local employers, not hurt them with unnecessary tax increases.

Sincerely,

Brian Marthaller



Gervais, Or 97026

From: [Adam Sivits](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 10:13:34 AM

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

Dear HB 3610 Task Force and Oregon Lawmakers,

I have worked at Oregon City Brewing for the last 8 years. I have two little boys, ages 6 and 3. 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 consider that breweries like ours 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.

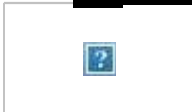
If imposed, these excessive and unnecessary excise taxes could force our company to have to lose some of those benefits, potentially forcing me and my family into the Oregon Health Plan. Oregon breweries already pay more in taxes per beer than 75% of other states, including our neighboring states.

I'm extremely proud to work at Oregon City Brewing. While other breweries are closing around the country left and right, our hard work, commitment to quality, and long-term vision to grow slowly and steadily has us on the cusp of opening our second location. Our brewery is a hub for the community, and our efforts to give back to our beloved community go above and beyond.

Please do not tax us out of our benefits!

--

Adam Sivits
Suds Salesman & Signmaking Savant
Oregon City Brewing Company
Cell: [REDACTED]



Beer For Pioneers

From: [Sheryl WuDunn](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 10:09:54 AM

You don't often get email from sheryl@kristoffarms.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.

Regards,
Sheryl



From: [Sheryl WuDunn](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 10:05:17 AM

You don't often get email from solrises1@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.

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

Regards,
Jane Kristof

From: [Samuel White](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 10:05:14 AM

You don't often get email from samuelwhite0700@gmail.com. [Learn why this is important](#)

Hello,

My name is Samuel White and am a proud Oregon resident. However, I was informed of a new bill that puts a significant tax on Oregon breweries. This is a massive disappointment as this would drive out many small businesses out of the Oregon area. I consider Oregon beer to be some of the best in the country and would hate to see brewery owners have to shut down because of this. The cost of living is already high enough, we don't need to punish the hard working people who put their life into their products.

I hope you reconsider this decision.

Thanks,

-Samuel White

From: [Nick hawley](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 comments
Date: Friday, September 27, 2024 10:30:52 AM

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

To who it may concern,

I am writing to express my concern over the current house bill 3610, raising the alcohol tax significantly.

As a worker in the hospitality industry, this would adversely affect my job, and my businesses ability to stay open. This tax is excessive, unnecessary and unfair to an industry that has already been hit hard by the recent Covid pandemic and raises in the minimum wage.

Thank you for your time and consideration.

Sincerely,

Julie Hawley

Sent from my iPhone

From: [Caitlin Fagan](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 10:56:24 AM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)
Importance: High

You don't often get email from caitlinf@pelicanbrewing.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. By raising taxes, it will extremely impact families that work within the industry and cause undo hardship.

Cheers,

Caitlin Fagan, Events Manager

Pelican Brewing Company

CaitlinF@PelicanBrewing.com

O: [REDACTED]

P.O BOX 189

PACIFIC CITY, OREGON 97135



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NestuccaRidgeDevelopment.com | DiscoverPacificCity.com |

From: [Allison McMahon](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 10:48:11 AM
Attachments: [image001.png](#)

You don't often get email from mail@arabiliswines.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,
Allison

Allison McMahon
Cofounder | Arabilis Wines

 Amity, OR 97101

From: [Darron Welch](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 10:46:35 AM
Attachments: [image001.png](#)
[HB3610 Task Force letter.pdf](#)

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

Please see the attached pdf for my comments to the HB3610 task force.

Thank you,

Darron Welch
Brewmaster
Pelican Brewing Company





27 September 2024

Darron Welch
Pelican Brewing Company
[REDACTED]
Tillamook Oregon 97141

Dear HB 3610 Task Force and Oregon Lawmakers,

Pelican Brewing is proud to be among the 300 breweries here in Oregon. Starting in 1996 from one location in tiny Pacific City Oregon, Pelican has grown over the last 28 years to employ 372 people in our breweries and restaurants. Overall, Oregon's breweries pay 2.8 billion in wages and salaries and generate 8.7 billion dollars in economic activity in our state. Despite these impressive numbers, Oregon's breweries are hurting economically, having lost nearly 50 breweries, brewpubs, and taprooms in the past two years. The situation has been worsened by a 30% decline in draft beer sales, an 18% reduction in Oregon's hop harvest, and double-digit declines of packaged beer sales in grocery stores. In this post-pandemic era, our businesses are struggling to recover from the massive disruptions of the last few years.

Local breweries like ours face 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 malt, hops, glass, aluminum, cardboard and fuel, but there is only so much that a healthy business can absorb. When the Corporate Activity Tax is added on top of all that, the honest truth is that the last few years have been really tough.

One of the main justifications for raising the excise tax on beer that gets repeated over and over is the addiction crisis. Anyone who is paying attention can see that there is a serious problem with opioids and fentanyl in Oregon. Currently the funds from beer, wine, cider and spirits total more than 18 billion dollars. A lot of money! Yet only 3% of these funds are allocated to addiction and recovery services. With so much revenue already coming from alcohol, why is such a low percentage dedicated to addiction services and why are more taxes needed?

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. Oregon Health Authority's presentations to the taskforce revealed unsupported data, a lack of success metrics, a loss of \$87 million last year with no accountability, and inefficient management of 4,400 employees. 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. It is hard to imagine Oregon without locally crafted IPAs, stouts and Pilsners. The brewers, owners, farmers, front of house staff and countless more behind this industry, including those at Pelican Brewing, need your support now more than ever. I urge you to oppose any tax increases on Oregon's beer industry.

Thank you,

A handwritten signature in black ink, reading 'Darron Welch'. The signature is fluid and cursive, with the first name 'Darron' being more prominent than the last name 'Welch'.

Darron Welch
Brewmaster/Shareholder
Pelican Brewing Company

From: [Ian Nesbit](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 10:43:17 AM

You don't often get email from iannez5@yahoo.com. [Learn why this is important](#)

To Whom It May Concern,

I am writing to express my strong opposition to House Bill 3610, which proposes a significant increase in alcohol taxes. As someone who spent eight years working within Oregon's beer industry, most recently with Breakside Brewery, I am deeply concerned about the detrimental effects this legislation would have on local businesses and the community at large.

Oregon's beer industry is not just an economic engine; it is a vital part of our cultural identity. The artistry, craftsmanship, and innovation that define our breweries have earned national and global recognition. A tax of this magnitude, however, threatens to undercut everything that makes Oregon's beer industry unique. The financial burden it would place on producers, distributors, and retailers will inevitably lead to job losses, business closures, and a significant reduction in consumer choice.

Moreover, the economic impact won't be limited to brewers. It will ripple through countless local supply chains—agriculture, hospitality, and tourism—industries that depend on the vitality of our breweries. A regressive tax like this will disproportionately affect small, independent businesses, stifling growth and innovation, while favoring larger, national brands that are better equipped to absorb the cost.

It is essential that the OLCC and the legislature recognize the broader, long-term consequences of this bill. While the intent may be to address public health concerns or generate revenue, the reality is that it will devastate an industry that has long been a point of pride for Oregon and its communities.

I urge you to consider the voices of local business owners, workers, and consumers, and to oppose House Bill 3610 in its current form.

Sincerely,
Ian Nesbit

From: [Mary Olson](#)
To: [OLCC,Communications * OLCC](#)
Cc: [Rep Scharf](#); [Sen Boquist](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 10:43:02 AM

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


While I agree that addiction and recovery services are needed for some people, it is shocking that Oregon is looking to fund it on the backs of small family owned businesses who happen to sell higher end products that are not the primary cause of people's addictions.

We actually provide Oregon with value in terms of tourism dollars, payroll dollars, and a world class reputation.

Most of us are not swimming in profits but rather just hanging on. The Oregon Health authority has millions already and, again in my opinion, discourages moderate drinkers who happen to enjoy the fruits of our labor instead of targeting problem drinkers.

I oppose raising the Oregon wine privilege tax.

Mary

Mary Olson - Owner 

Airlie Winery

Monmouth Or 97361

Cell (Please try winery number first)

www.airliewinery.com

From: [Amy Jordan](#)
To: [OLCC,Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 10:41:51 AM
Attachments: [anthea\(1\)_d8505059-28ed-462e-9868-30b6a1ae43a0.png](#)
[bluewhiteminimalistmodernfinancialadvisorlinkedinboxbanner\(7\)_e613a42e-ac15-4a7a-bb20-f00a6f9d6471.png](#)
[socialmediabanner_5dc4c30a-ff9e-43bb-8ca5-b2514d67070b.png](#)

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

Dear HB 3610 Task Force,

I am a CPA who works with many local wineries. Over the past couple of years, the industry has seen a decline in sales, increased costs of Labor, increased state and local taxes, and additional administrative burdens. The last thing they need is for the State of Oregon to add to the challenges by making it even harder for them to stay in business. This paired with the low allocation of existing taxes being allocated to addiction programs (3%) and the agency mismanagement of current funds makes this tax burden tone deaf on the reality of these business owners. Please oppose raising Oregon's wine privilege tax and I would encourage you to ask the lawmakers to oppose it as well.

Thank you.



Amy Jordan
Senior Tax Manager

FAX [REDACTED]

[REDACTED] Salem, OR 97301

[REDACTED] Portland, OR 97224

www.AnthemStrategists.com
[UPLOAD DOCUMENTS HERE](#)



From: [Josie H](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 10:40:43 AM

You don't often get email from jahubbard42@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.

Thank you,

--

Josie Hubbard
WSET Level 2



From: [Brett Maloy](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 10:29:31 AM

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

Dear Members of the HB3610 Task Force,


I urge you to focus on prevention programs rather than raising alcohol taxes. The Oregon Health Authority has displayed a bias against the alcohol industry, misrepresenting data and advancing a neo-prohibitionist agenda, which is not the solution to our substance use issues.

Oregon's alcohol industry is vital to our economic health, supporting 68,000 jobs through our 400 breweries, 80 distributors, and 1,000 wineries. While we faced significant job losses during the pandemic, imposing new taxes will only hinder recovery.

Instead, let's optimize the use of existing alcohol tax revenues to effectively address substance use and prevention. Please oppose any increase in alcohol taxes to protect this essential industry that drives our state's economy.

Sincerely,

Brett Maloy

 Scappoose, OR 97056

From: [Sonya White](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 10:27:19 AM

You don't often get email from sonya@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!

SONYA WHITE | CHIEF FINANCIAL AND BUSINESS OPERATIONS OFFICER

e | sonya@pfriembeer.com

p [REDACTED]

w | www.pfriembeer.com

[REDACTED]

Hood River, OR 97031

From: [Amanda Dalton](#)
To: [OLCC,Communications * OLCC](#)
Subject: HB 3610 Comments: Task Force – Public Comments
Date: Friday, September 27, 2024 10:54:40 AM
Attachments: [image001.png](#)
[HB3610TF_NWGRAComments.pdf](#)

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

Please see attached comments for consideration to below request and confirm receipt.

Amanda Dalton

From: Oregon Liquor & Cannabis Commission olcc@public.govdelivery.com
Date: Tuesday, September 24, 2024 at 12:00 PM
To: Amanda Dalton amanda@daltonadvocacy.com
Subject: Notice of Public Comment Period: Task Force on Alcohol Pricing and Addiction Services

Notice of Public Comment



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

During the 2023 Legislative Session, the Oregon Legislative Assembly passed [House Bill 3610](#), which was then signed by the Governor. This bill initiated the creation of the [Task Force on Alcohol Pricing and Addiction Services](#).

The measure specifies that task force members shall: study alcohol addiction and alcohol addiction prevention; distribution of resources for alcohol addiction treatment; current overall funding for alcohol addiction treatment programs; cost of alcohol addiction to the state; benefits and drawbacks of imposing taxes on beer and wine; and additional funding options for alcohol addiction treatment.

The Task Force on Alcohol Pricing is looking for public feedback upon House Bill 3610. Please provide specific feedback on sections of the Bill and include any supporting evidence or data that may strengthen you or your organizations position.

The comment period will open September 25, 2024, at 9:00 am and will close September 27, 2024, at 5:00 pm.

Process for Submitting Comments

Comment Period Duration

- The comment period will open from September 25, 2024, at 9:00 am and will close September 27, 2024, at 5:00 pm. Please ensure that your comments are submitted within this timeframe to be considered.

How to Submit Comments

- Comments can be emailed to OLCC.Communications@olcc.oregon.gov
- Please include "HB 3610 Comments" in the subject line of your email for proper routing.

Guidelines for Comments

- Provide a clear and concise summary of your feedback.
- If applicable, reference specific sections of the bill to which your comments pertain.
- Include any supporting evidence or data that may strengthen your position.

Review Process

- All submitted comments will be reviewed and considered as part of the legislative process.
- Summaries of the comments received may be shared with relevant committees for further evaluation.

We encourage all interested parties to participate in this comment period and share their insights on HB 3610. Your input is invaluable in shaping effective and responsive reporting to the legislature.

If you have any questions regarding the comment submission process, please do not hesitate to reach out. Thank you for your engagement and contribution to this important legislative process.

All comments will be provided to the task force for their consideration.

For more information on the work and meetings the task force has held over the past few months, please go to: <https://www.oregon.gov/olcc/pages/hb-3610-task-force.aspx>

Send comments to: OLCC.Communications@olcc.oregon.gov



Amanda Dalton, J.D.

President & Chief Executive Officer

Northwest Grocery Association

Northwestern Food Merchants, Inc.

c. [REDACTED]



TO: HB 3610 Task Force on Alcohol Pricing & Addiction Services
OLCC.Communications@olcc.oregon.gov

FR: Amanda Dalton
President, Northwest Grocery Retail Association
amanda@nwgrocery.org

RE: HB 3610 Task Force – Public Comments

September 27, 2024

Thank you for the opportunity to provide public comment to inform your final report and recommendations on additional funding options for alcohol addiction treatment and prevention as directed by HB 3610 (2023). While the Northwest Grocery Retail Association was not a participant on the Task Force, we do represent over 400 grocery retail stores in Oregon and accordingly serve as the primary retail outlet for the sale of beer and wine in Oregon. Our members have also been active in this policy arena for decades, closely tracking how the State taxes beer and wine, as well as how they have granted that taxing authority (called a mark-up) to the Oregon Liquor and Cannabis Commission for distilled spirits.

One proposal that we believe has been missing from the Task Force conversations to-date is exploring the sale of low-proof spirit beverages (also called “Ready to Drink” or RTD) in Oregon grocery stores as it is done in 31 states across the Country¹. NWGRA introduced this bill during the 2021 Session (see [HB 3194](#)). There is broad support for bringing this product to Oregon retail shelves – from the Oregon producer who faces limited retail shelf space and sells more product in Idaho in one quarter than they do in a whole year in Oregon – to the Oregon Liquor Store Agent who has limited cold storage space and simply can’t stock this product that is largely purchased cold (OLCC has continued to say there is a limited future for this product growth given their liquor store footprint). **RTD products saw nearly 27% in growth in 2023 and \$2.8 billion in sales, making them the fastest-growing segment of the spirits category, according to data from the [Distilled Spirits Council of the United States](#).**

Oregon is leaving money on the table and the OLCC should immediately be charged by this Task Force to provide estimates for the potential tax revenue from bringing low-proof spirit beverages to the private grocery retail market.

This policy conversation has been ongoing since 2019 and could easily be wrapped up in 2025 with products hitting Oregon shelves by January 1, 2026 – bringing in new revenue the Legislature could dedicate to youth prevention and education. These products represent a rapidly expanding market, produced by many local Oregon distillers and brewers, and we strongly support their increased retail footprint in Oregon.

¹ <https://www.spiritsunited.org/ready-to-drink-cocktails/>

From: [DON TAKUSH](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610
Date: Friday, September 27, 2024 10:41:00 AM

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

Dear Chair Sanchez and Task Force Members,

As an Oregonian deeply invested in the success of our state's craft cider industry, I feel compelled to speak out against the proposed alcohol tax increase under consideration resulting from HB3610. The notion that raising taxes will solve our state's addiction crisis is deeply flawed, especially when considering the broader context of how addiction recovery funds are currently managed in Oregon and the lack of supporting data.

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. This is not a small oversight; it represents a significant portion of the resources that could be helping those in need. Moreover, 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?

What's more troubling is that 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 craft cider industry in Oregon is a critical part of our state's economy and cultural heritage. Small wineries provide jobs, support tourism, and contribute to the unique identity of our state. Taxing these businesses more heavily will not solve the underlying issues of addiction but will instead cause economic harm and erode the rich cultural landscape that makes Oregon special.

I urge the task force to consider these points carefully and to prioritize better management of existing funds over imposing new taxes on an already struggling industry.

Sincerely,

Donald R Takush

Owner of Takush Farm and Orchard.
Corvallis, Oregon 97330



From: [Bill Matthes](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610
Date: Friday, September 27, 2024 10:39:58 AM

You don't often get email from mattheswilliam@bellsouth.net. [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 our Oregon lawmakers to do the same.

Thank you for your consideration,

Bill Matthes
Dundee, OR
Mobile: 

From: [Erin Armitage](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610
Date: Friday, September 27, 2024 10:36:13 AM

You don't often get email from erin@revanavineyards.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. Wine industry salaries are already not keeping pace with inflation and the exponential rise in cost of living – imposing such a drastic increase on these small businesses will surely result in even more meager compensation and additional financial hardship across the industry, no doubt shrinking the size of this section of the economy.

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.

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

Cheers,
Erin

ERIN ARMITAGE
Director of Operations & Logistics

Winery [REDACTED] | Direct [REDACTED]

Newberg, OR 97132

[Alexana Winery](#) | [Bodega Corazón del Sol](#) | [Revana Estate](#)

From: [sara s](#)
To: [OLCC.Communications * OLCC](#)
Subject: Say No to Wine Tax Increase
Date: Friday, September 27, 2024 10:21:36 AM

You don't often get email from ses04e@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.

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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,

Sara Stockwell

From: [Jason Melgaard](#)
To: [OLCC.Communications * OLCC](#)
Subject: Don't Tax My Drink!
Date: Friday, September 27, 2024 11:39:27 AM

You don't often get email from jasonm@pelicanbrewing.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,

Jason Melgaard

General Manager

Pelican Brewing Company Pub - Pacific City

From: [Josh Pfriem](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments - Please do not tax us out of our benefits!
Date: Friday, September 27, 2024 11:18:28 AM

You don't often get email from josh@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!

Thanks,

JOSH PFRIEM
BREWMASTER/CO-FOUNDER

e | josh@pfriembeer.com
p | [REDACTED]
w | www.pfriembeer.com

[REDACTED]
Hood River, OR 97031

From: [Terry Brandborg](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 comments
Date: Friday, September 27, 2024 11:40:17 AM

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

I have been making wine in Oregon for 22 years in Elkton, Umpqua Valley. I had served on the local Umpqua Valley board of directors for many of those years, and as President for many years. I also served 4 years on the statewide OWB/OWA board. I currently serve on the board of the OWA. Myself, and all of the OWA board members are very strongly against raising taxes on our products. The Oregon wine industry is an important and large contributor to the economy of our state, and to the benefit of all who work within our industry and those who distribute and sell our products. As you well know, this has been a very challenging time for our industry. First, the supply chain disruptions, in large part caused by the global Covid pandemic, raised prices and availability of many of the components that go into putting wine out into the markets. And there has been a global downturn in all beverage alcohol, which has hurt all of our businesses. Tasting room traffic is down, and sales are down across the board. We have always stood for and advocated for moderate consumption of our products. We do understand the problem of alcohol abuse. But we strongly feel that raising taxes is not the way to deal with that. Raising taxes on our products will really hurt our industry, and all of the people that work therein. Please do not take that course.

Thank you,
Terry Brandborg

--

Terry Brandborg
winegrower
"Cool Climate Coast Range Wines"
www.brandborgwine.com
[REDACTED] winery
"2015 Oregon Winery of the Year"

From: russell@wintershillwine.com
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 comments
Date: Friday, September 27, 2024 11:34:57 AM

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

Dear HB 3610 Task Force and Oregon Lawmakers,

Together with my family, we own and operate Winter's Hill Estate, a small winery in Dayton, Oregon. On land that has been in our family for three generations, we farm 25 acres of vineyards and make wines that we sell to Oregonians and to visitors who come to the Willamette Valley from around the world. Although our acreage is small, our economic impact goes well beyond our full and part-time employees. We also work with a multitude of other small Oregon businesses that provide equipment repair and maintenance, accounting and legal services, plumbing, painting, and electrical contractors, and many others.

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,

Russell Gladhart
Winemaker
Winter's Hill Estate
Exceptional wines, Breathtaking views, Genuine Hospitality
wintershillwine.com

From: [Sarah Geelan-Shroll](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 comments
Date: Friday, September 27, 2024 11:10:05 AM

You don't often get email from sarah@abbeyroadfarm.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,
Sarah

Sarah Geelan
Abbey Road Farm
Venue Manager - Events
Direct: [REDACTED]
Email: sarah@abbeyroadfarm.com
Main: [REDACTED]
www.abbeyroadfarm.com

From: [Kris McDowell](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 11:35:36 AM

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

Good afternoon, OLCC Task Force on Alcohol Pricing.

I'm writing on behalf of the Oregon craft beer industry to implore you to think long and hard before instituting a tax, especially at the cash register (as Rep. Tawna Sanchez is proposing and was reported by the *Willamette Week*), on the industry. Proponents of this "sin or privilege tax" are overlooking the far reaching ramifications on an already stressed industry that includes not just the breweries, but all of the tap rooms and bottle shops that sell the product.

Prices have gone up on everything - grain, hops, bottles/cans, etc - on the brewing end. Retail outlets, who are mostly small, locally owned businesses, were first hit by the shutdowns and restrictions related to COVID, and since then have often had to deal with vandalism, break-ins and theft. Prices to replace stolen items, fix or replace broken locks and doors and especially the price of glass (windows, doors) is at unheard of levels.

Add to that, that across the nation, beer consumption is down, so to levy a tax to an industry that Oregon is known for, one that brings tourism, is a real kick between the legs. The thriving craft beer industry is one that first brought my husband and I to Portland as tourists and was one of the key reasons that we chose to move here when we left Minneapolis 14 years ago.

Back then my connection to the industry was as a beer writer, something I continued after moving here by meeting the owner of the (now defunct) Oregon Beer Growler, Gail Oberst, drinking beer at one of our many fine establishments. Later, I was employed by one of the local craft beer distributors as a sales rep. My circle of beer connections grew even further and I got a look at another aspect of the industry. It pains me to think of so many people being put out of jobs, so many people whose businesses may end up closing should such a tax be instituted.

I don't deny that there are some people who have either chosen to abstain from alcohol for personal reasons and there are others for whom alcohol becomes an addiction. But placing a tax on Oregon-produced products leaves out the national, macro producers who have much more of a cushion in the pocketbook and in all honesty, are probably the ones that those who have addiction issues are purchasing libations from (or I should say "obtaining" as Sanchez indicates the treatment would be for underage drinkers).

Thank you for your work in examining this topic closely to understand how it will affect all involved.

Cheers,
Kris McDowell

From: [carissa burdon](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 11:31:58 AM

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

Dear HB 3610 Task Force and Oregon Legislature:

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.

Sincerely,
Carissa Burdon

Sent from my iPhone

From: [David Severns](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 11:29:04 AM


You don't often get email from dsev73@gmail.com. [Learn why this is important](#)

My name is David Severns and I am a craft beer connoisseur. I coordinate volunteers for one of the longest running beer fests in Corvallis Oregon. Our festival is a fundraiser and we ask brewer's to donate their products. If their costs increased by the proposed amounts, I don't think Septembeerfest will continue. We donate to Heartland Humane Society, Linn Benton Food Share, and a couple of OSU Scholarship programs.

This aspect of the Craft Beer Industry might not be on your radar, but it is a major concern for our community. Feel free to contact me if you have any questions or need any additional information from me!

I appreciate your time and effort to support Oregon Brewers.

Best regards,
David Severns



From: [Riley Anderson](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 11:28:02 AM

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

Dear HB 3610 Task Force and Oregon Lawmakers,

I am writing to voice my opposition to the proposed increase in alcohol taxes in Oregon. This industry has faced enough challenges in recent years, including inflation, employee shortages, and natural disasters. Further taxing these businesses would be detrimental to their survival and the Oregon economy.

Our state's beverage alcohol industry contributes more than \$11 billion in economic activity and employs over 100,000 people. Raising taxes would only make it harder for these businesses to thrive, putting jobs and communities at risk.

Moreover, raising alcohol taxes won't solve Oregon's substance abuse issues. The Oregon Health Authority already has significant funding for addiction recovery services, yet questions remain about its accountability and use of those funds. Before imposing additional taxes, we should focus on improving the management of current resources.

Please oppose any increase in alcohol taxes and support Oregon's local businesses.

Sincerely,
Riley Anderson

Pendleton, Oregon.

Riley Anderson
Regional Inventory Control - Pendleton
Columbia Distributing
Office [REDACTED]
www.coldist.com

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From: [Monica Amestoy](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 11:27:43 AM

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

Hi there!

I am emailing about the naming of liquor on invoices in Oregon. Our inventory systems require us to change the item every time something is named differently. If we could have more consistent naming conventions and / or be notified if it changes that would be awesome. Something like: Monopolowa Vodka 750 ml would be great!

--

Monica Amestoy | Beverage Manager

(she,they)

(C) 

Submarine Hospitality



[TUSK](#) : [AVA GENE'S](#) : [LOS BURROS SUPREMOS](#)

From: [Monte Hawkins](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 11:23:47 AM

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

Dear HB 3610 Task Force and Oregon Lawmakers,

I am writing to express my strong opposition to the proposed alcohol tax increase in Oregon. Our local beverage industry is facing significant challenges due to rising costs, labor shortages, and supply chain issues. Increasing taxes would further burden these businesses and hurt Oregon's economy.

The beverage alcohol industry generates over \$11 billion in economic activity and supports more than 100,000 jobs in our state. Raising taxes now would jeopardize these jobs and stifle growth in an industry that is vital to our communities.

While addressing substance abuse is important, increasing alcohol taxes is not the answer. The Oregon Health Authority has been allocated significant funding for addiction services, yet concerns remain about how those funds have been managed. We need better accountability before considering new taxes.

Please oppose this tax increase and stand with Oregon's brewers, wineries, and cidermakers.

Thank you,
Monte

Monte Hawkins

Monte Hawkins
Bend Office Manager
Columbia Distributing



www.coldist.com

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



From: [Annalee Battle](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 11:22:40 AM

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

Dear HB 3610 Task Force and Oregon Lawmakers,

I am writing to voice my opposition to the proposed increase in alcohol taxes in Oregon. The beverage alcohol industry is a cornerstone of our state's economy, contributing over \$11 billion in economic activity and supporting more than 100,000 jobs.

Unfortunately, this industry is facing numerous challenges, including rising ingredient costs, supply chain issues, and natural disasters. Increasing taxes would only add to these burdens and hurt local businesses and workers.

It's also important to note that raising alcohol taxes won't solve the state's substance abuse problem. The Oregon Health Authority has received significant funds for addiction recovery, but its management of those funds has been questionable. We need to ensure accountability for existing resources before considering any new taxes.

Please stand with Oregon's brewers, wineries, and cideries by opposing this tax increase.

Sincerely,

Annalee Battle

[Redacted Signature]

Hermiston, Oregon 97838



From: [Heath Kearns](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 11:14:55 AM

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

To Whom it May Concern,

I am a concerned citizen writing to discourage new or additional taxes being proposed on alcohol in our state. Our local beer, wine and spirits are a point of pride and the small producers are only able to scrape by. I have many business owners in the industry as well as brewers and servers in my social circle and the idea of them losing their businesses or jobs gravely concerns me. In a time where costs are high everywhere you look, our local businesses are managing to get by, but the threshold for how much people and businesses are willing and able to pay is dangerously close. Please do not make it more expensive for breweries to operate, or for the people to go out and have a beer. We need these local alcohol producing industries healthy. They are a part of our local culture and identity. New taxes would put a lot of them out of business.

Thank You,

Heath Kearns



HeathKearns@gmail.com

From: [Alyssa Logan](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 11:11:13 AM

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


Local breweries, like the one I and 150+ Astorians are employed by, 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, additional payroll expenses as we try to provide a living wage, increased import/transport costs, etc. all while battling the rising cost of living across the state/country.

Having both parents struggle with addiction, I deeply understand its impact on a family. It's crucial to address the addiction/drug crisis correctly statewide and with great care. We need to do so however without blaming alcohol and the claim that lack of funding is the issue. I am proud that 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 our state economy, but our identity. The brewers, owners, farmers, front-of-house staff and countless more behind this industry, including those at Fort George Brewery, need your support now more than ever. I urge you to oppose any tax increases on Oregon's beer industry.

Cheers -

Alyssa Logan
she/her
Field Marketing Coordinator
Fort George Brewery
c: 
alyssa@fortgeorgebrewery.com



From: [Lila Martin](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 11:10:18 AM

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

Hello,

I'm a resident of Yamhill County, Oregon, and our family owns a craft brewery. I'm writing to ask that you strongly consider the negative implications of imposing an additional tax on breweries in our state. The Oregon beer industry has been a leader and model in the history of American beermaking in the last century. However, you can read on any news site the documentation of the suffering it has experienced in the past couple of years.

[OPB](#) wrote: "Oregon's storied craft brewing industry suffered one of its worst years in 2023, with depressed draft beer sales and rising costs creating more pressure than some of the state's businesses could bear." And from [Axios](#), "More breweries closed in Oregon than opened last year, a trend that foreshadows tough months ahead for the industry."

These are some of the toughest times in Oregon's nearly 50 year history of a once-healthy economic driver in our state. This industry supports families, agriculture (our hop and barley industries), ancillary businesses, and not to be overlooked, our culture. I support alcohol addiction resources for our communities, but our craft breweries and taprooms are not the place to draw that from. They are family-friendly spaces and community gathering places in our increasingly disconnected society. We've already lost so many, and an additional tax to support the economic needs in HB 3610 would be crippling.

Thank you for your consideration,
Lila DeBenedetti

From: [Cathy O'Donnell](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 11:07:23 AM
Attachments: [image001.png](#)

You don't often get email from cathy@kiwandahospitality.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. Pelican Brewing Company opposes raising Oregon's beer taxes and you should too.

Cheers!

From: [courtney heath](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 11:03:49 AM

You don't often get email from ca.heath516@yahoo.com. [Learn why this is important](#)

I am writing to comment on proposed taxes to the craft beer and wine industry in Oregon, specifically in regards to HB 3610. I do laud the state for putting more resources and efforts into addressing addiction (of all kinds, not just alcohol related) however I believe increasing taxes on craft breweries will have little impact on addiction behaviors and an outsized detrimental effect on these small and local businesses. Most people with severe alcohol abuse disorder are buying mass produced and cheap alcohol, much of which is produced by a few major companies and are based out of state. Taxes on our Oregon breweries will only make it hard for them to stay in business at a time when many craft breweries are struggling and even closing. These are the types of small and independently owned businesses that provide jobs, attract tourists, and provide important economic benefits to many towns in Oregon, not just Portland. Please consider that increasing taxation may not be the best way to achieve addiction related goals, and that unintended consequences may irrevocably damage what has been an important and vital part of Oregon. Thank you for your time and attention, it is appreciated.

Sincerely,
Courtney Heath

Portland OR 97206

There are only two ways to live your life. One is as though nothing is a miracle. The other is as though everything is a miracle. -Albert Einstein

From: [Chris Steffanci](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 11:02:44 AM
Importance: High

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

Dear HB 3610 Task Force and Oregon Lawmakers,

On behalf of our entire team at Columbia Distributing, I am writing to firmly oppose a proposed increase to Oregon's beer, wine, and cider taxes.

Our government agencies should support Oregon's \$17 billion beverage alcohol industry—the third largest source of revenue in the state and vital to our identity and economy. Our government agencies should also help the 100,000+ Oregonians who continue to build their lives through our family-wage jobs. This includes the 1,400 Oregon-based teammates I proudly employ at Columbia in every corner of the state.

Our company is honored to work with some of Oregon's nearly 400 breweries and brewpubs. They've created 50,000 jobs, \$2.8 billion in wages each year, and contributed \$8.7 billion in economic activity for the state. Oregon's 1,000 wineries and 1,300 vineyards support the livelihoods of more than 50,000 Oregonians, generate more than \$2.4 billion in wages, and contribute \$7.19 billion in economic activity. It is also responsible for 2.3 million tourism visits annually. And Oregon has at least 70 cideries – mostly women-owned and operated – generating \$300 million for the state.

The OHA's argument that higher taxes will address substance abuse is flawed. The agency has already received substantial funding for addiction services, yet a significant amount remains unaccounted for. The missing \$72 million from SUD programs shows a need for better oversight rather than increasing taxes on struggling businesses.

We need to prioritize the effective use of existing funds to address addiction rather than burdening this industry with higher taxes. Beer, wine, and cider are all integral to Oregon's culture and economy and deserve support.

I urge you to consider the long-term impact on our economy and oppose any tax increases.

Thank you.

Sincerely,
Chris Steffanci, CEO & President
Columbia Distributing


Wilsonville, OR 97070

Dear HB 3610 Task Force and Oregon Lawmakers,

On behalf of our entire team at Columbia Distributing, I am writing to firmly oppose a proposed increase to Oregon's beer, wine, and cider taxes.

Our government agencies should support Oregon's \$17 billion beverage alcohol industry—the third largest source of revenue in the state and vital to our identity and economy. Our government agencies should also help the 100,000+ Oregonians who continue to build their lives through our family-wage jobs. This includes the 1,400 Oregon-based teammates I proudly employ at Columbia in every corner of the state.

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We need to prioritize the effective use of existing funds to address addiction rather than burdening this industry with higher taxes. Beer, wine, and cider are all integral to Oregon's culture and economy and deserve support.

I urge you to consider the long-term impact on our economy and oppose any tax increases.

Thank you.

Sincerely,
Chris Steffanci, CEO & President
Columbia Distributing


Wilsonville, OR 97070

From: [Sonya Agnello](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610
Date: Friday, September 27, 2024 11:17:41 AM
Attachments: [Outlook-2ihime5b.png](#)

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

Dear HB 3610 Task Force and Oregon Lawmakers,

As a General Manager at a brewery on the coast, this new proposal threatens our livelihood. In recent years, our company has seen a downturn in beer sales, both draft and packaged, as well as increases in the cost of doing business. We have had to lay off workers to meet the new demands of the industry and experiencing additional taxes would surely result in fewer jobs, as well as, a halt to job creation in the future.

Please consider the following Oregon craft beer industry statistics:

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.

Thank you for your time and consideration,

Sonya Agnello

General Manager
Pelican Brewing Company
Cannon Beach, OR



From: [Dan Curtis](#)
To: [OLCC,Communications * OLCC](#)
Cc: [Mary Jones](#)
Subject: HB 3610
Date: Friday, September 27, 2024 11:16:46 AM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)

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

Dear OLCC board members:

As Chairman of Curtis Foodservice Equipment, a 60 year old business with 75 employees in Oregon with offices located in Springfield, Bend and Medford Oregon, I would like to comment on the proposed 3% tax increase that is on the ballot in November affecting key industries to the Oregon economy.

Our company is a major supplier of foodservice equipment and supplies to the Oregon wine and beer industry. We have seen the struggles that these industries have gone through since Covid in 2020 and the affect that decreased alcoholic beverage sales have on the many ancillary businesses that rely on a thriving Oregon grown wine and beer industry.

Tourism is a such a major part of the Oregon economy and a sizable percentage of those out of state tourists visit Oregon to experience our world class status in both the wine and beer industries. It makes little sense to put additional tax pressure on local industries that struggle to profit and grow.

I urge Oregon voters to say no to a tax increase on specific industries that play such a large part in defining who we are in this great state of Oregon.

Thank you,

Dan Curtis
Chairman



curtisresteq.com



An Employee-Owned Company

E D.Curtis@curtisresteq.com
O [REDACTED]
A [REDACTED] Springfield, OR 97477

From: [Bryant Cocks](#)
To: [OLCC.Communications * OLCC](#)
Subject: Oregon beer tax
Date: Friday, September 27, 2024 11:24:53 AM

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

I am completely opposed to this measure. Rising costs of good due to inflation have put craft brewers in a horrible position. The market will not allow \$10 beers and almost every craft brewery in the state will be forced to close. The people working in this industry are already working below the median income and this would absolutely ruin any chance for success within the industry. I beg you to please consider the impacts on small businesses and their workers. The beer industry is a backbone of Oregon, and renowned around the world. Do not let the major corporations win this battle, they would be the only ones able to withstand this tax.

Thank you, Bryant Cocks - Beer Hall Manager, Chuckanut Brewery

From: [Louann Casares](#)
To: [OLCC.Communications * OLCC](#)
Subject: Public Comment on HB 3610 Task Force - Opposing Tax Hike
Date: Friday, September 27, 2024 10:58:34 AM

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

Dear Chair Sanchez and Task Force Members,

As an Oregonian deeply invested in the success of our state's craft cider industry, I feel compelled to **speak out against** the proposed alcohol tax increase under consideration resulting from HB3610. The notion that raising taxes will solve our state's addiction crisis is **deeply flawed**, especially when considering the broader context of how addiction recovery funds are currently managed in Oregon and the lack of supporting data.

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. This is not a small oversight; it represents a significant portion of the resources that could be helping those in need. Moreover, 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?

What's more troubling is that 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 craft cider industry in Oregon is a critical part of our state's economy and cultural heritage. Small wineries provide **jobs**, support **tourism**, and contribute to the unique identity of our state. Taxing these businesses more heavily will not solve the underlying issues of addiction but will instead cause economic harm and erode the rich cultural landscape that makes Oregon special.

I urge the task force to consider these points carefully and to prioritize better management of existing funds over imposing new taxes on an already struggling industry.

Sincerely,
Louann Casares
2 Towns Ciderhouse

From: [Charles Wilson](#)
To: [OLCC.Communications * OLCC](#)
Subject: Say NO to Alcohol Taxes (HB 3610)
Date: Friday, September 27, 2024 11:38:16 AM
Attachments: [Outlook-av0zxtkj](#)

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

Members of the HB3610 Task Force,

The Oregon Health Authority has been unable to account for millions in recovery funding, and recent reports show they deliberately withheld information that could inform better policies. The OHA buried a 2021 study because it didn't fit their narrative. Before any new taxes are considered, we need accountability and transparency from our state agencies.

Oregon's alcohol industry plays a critical role in our state's economy, creating 40,000 jobs across 400 breweries and 80 distributors, generating \$2 billion in wages, and contributing \$6.5 billion in economic activity. Unfortunately, the pandemic led to the loss of 3,000 beer-related jobs, while the wine industry lost 12,000 jobs. Rather than raising taxes, I urge the task force to ensure that existing alcohol taxes are used efficiently to address addiction.

Please oppose any increase in alcohol taxes and protect the jobs and businesses that are vital to our state's economy.

Sincerely,

Charles Wilson

BI Developer - SharePoint | Information Technology

Columbia Distributing

██████████ (Office) | ██████████ (cell) | Charles.Wilson@coldist.com
www.coldist.com

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From: [Trevor McLean](#)
To: [OLCC.Communications * OLCC](#)
Subject: Tax increase
Date: Friday, September 27, 2024 11:42:01 AM

You don't often get email from trevor@pelicanbrewing.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,
Trevor McLean

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From: [Jana Daisy Ensign](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610
Date: Friday, September 27, 2024 12:56:17 PM

You don't often get email from janad@nwcider.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 cidermakers 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.

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

Cheers,

Jana Daisy-Ensign, she/her
Certified Pommelier



Northwest Cider Association
www.nwcider.com

From: michele@trianglewinecountry.com
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 comments
Date: Friday, September 27, 2024 11:59:03 AM

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

Hello-

I oppose taxes on wine in Oregon at this time.

The industry is very important to the economy and tourism of the state.

the wine of OR is very respected around the world due to our unique climate and soil but our topography requires much hand labor to harvest and maintain. This results in higher pricing compared to neighboring states.

increasing our prices due to taxes may decrease interest in our wines and dissuade wine tourists which would create a ripple effect across the hospitality industry already suffering from the pandemic and bad press due to our current political climate.

now is not the time to make our wines less competitive.

thank you for your consideration.

Michele Margherita

Owner/Certified Specialist of Wine & Chemistry

From: [Graham Brown](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 1:14:45 PM

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

Hello -

This email is to voice concern for House Bill 3610. Though I appreciate some aspects of the bill, such as providing proper education and treatment, I feel like the bill as a whole will cause too many to struggle. As a beer bar owner, and craft beer enthusiast, this bill, specifically the tax portion of it, will force a lot of the smaller local breweries and bars to raise prices so much so that patronage will slow, forcing hardship on so many business owners and their staff.

I believe that Oregon and the OLCC have done a great job providing continued education for alcohol, addiction, and many other things. But a new tax on breweries, bars, or anyone involved, will likely force so many of us who love craft beer and provide a responsible place for people to enjoy the craft, to close our doors.

Thank you for taking my comments.
Graham Brown
Stumptown Taps

From: [Tracy Petersen](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 1:05:58 PM

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

I have been an employee at *Crux Fermentation Project* for the last 6 years. We have been through a lot in the 6 years with the struggles during COVID, staffing issues and the price increases of raw materials. 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. Breweries already pay more in taxes per beer than 75% of other states including our neighboring states. Our taxes are high enough!

My family and I are proud to work at Crux and our contribution to our community. Please do not tax us out of our benefits!

--

Tracy Petersen | Staff Accountant
Crux Fermentation Project LLC

[REDACTED]

[Bend, OR 97701](#)

[REDACTED]

From: [Ross Lockhart](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 1:05:04 PM

You don't often get email from r.lockhart@2townsciderhouse.com. [Learn why this is important](#)

Dear Chair Sanchez and Task Force Members,

My name is Ross Lockhart, and I've worked in the alcohol industry for the last 13 years here in Corvallis, starting out as a bartender and now working as a sales and distribution manager at 2 Towns Ciderhouse for the last 9 years. I'm deeply passionate about this industry, as well as my career path within it, and as such I'd like to voice my concerns over House Bill 3610. As a provider for my family and someone who has found healthy longevity within the professional alcohol industry, I'd be incredibly thankful if my concerns could be heard and taken into consideration.

As an Oregonian deeply invested in the success of our state's craft cider industry, I feel compelled to speak out against the proposed alcohol tax increase under consideration resulting from HB3610. The notion that raising taxes will solve our state's addiction crisis is deeply flawed, especially when considering the broader context of how addiction recovery funds are currently managed in Oregon and the lack of supporting data.

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. This is not a small oversight; it represents a significant portion of the resources that could be helping those in need. Moreover, 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?

What's more troubling is that 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 craft cider industry in Oregon is a critical part of our state's economy and cultural heritage. Small wineries provide jobs, support tourism, and contribute to the unique identity of our state. Taxing these businesses more heavily will not solve the underlying issues of addiction but will instead cause economic harm and erode the rich cultural landscape that makes Oregon special.

I urge the task force to consider these points carefully and to prioritize better management of existing funds over imposing new taxes on an already struggling industry.

Sincerely,

--

Ross Lockhart
Local and Specialty Product Distribution Manager
2 Towns Ciderhouse
r.lockhart@2townsciderhouse.com
www.2townsciderhouse.com



From: [Eleanor Niedermeyer](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 12:58:46 PM

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

Hi there,

Please do not pass this harmful bill. For a city that thrives on mom and pop restaurants, bars, and breweries, this new tax will kill these small businesses while also disuade new businesses to even open in the Portland market. This will do massive damage to the Oregon beer industry.

DONT PASS THIS

From: [Jon-Paul Lafitte](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 12:55:03 PM

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

I strongly oppose any new taxes on beer and wine!!!

I have worked for Columbia Distributing for 17 years and have been an Oregon resident since 1989. Since then I have watched my great state be run into the ground with reckless spending and a total lack of accountability from our leaders. Countless new taxes over the years that have done very little to improve our way of life and the lives of our children. No new tax is going to solve that issue. More accountability and a balanced budget will.

Jon-Paul Lafitte

Merchandising Manager | Eastern OR

Cell: [REDACTED]

Office: [REDACTED]

jon-paul.lafitte@coldist.com



From: [Melina Misquez](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 12:25:45 PM

You don't often get email from melina.misquez@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,

Melina Misquez



Wilsonville, OR 97070



From: [Joseph Bevegni](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 12:14:15 PM

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

Dear HB 3610 Task Force and Oregon Lawmakers,

I am writing to voice my opposition to the proposed increase in beer taxes in Oregon. With over 300 breweries generating \$8.7 billion in economic activity and providing 50,000 jobs, it is clear that our brewing industry is vital to the state's economy.

Recent statistics show a concerning decline, with approximately 50 breweries shutting down in the last two years. The pandemic has already taken a toll, and draft beer sales are down nearly 30%. The brewing community is struggling, facing inflation, supply chain disruptions, and a labor shortage. Adding more taxes would only exacerbate these challenges and threaten the livelihood of countless workers.

Moreover, the assertion that raising beer taxes would help combat substance abuse is misleading. The OHA has already been allocated substantial funds for addiction recovery, yet there are questions about its accountability. The missing \$72 million from SUD programs indicates a need for better management of existing resources rather than additional taxation.

Instead of taxing our breweries, let's ensure that the current funds are utilized effectively to address substance use issues. Raising beer taxes would not only harm local businesses but also fail to solve the problems we face.

I urge you to stand with our local breweries and oppose any tax increases.

Best regards,

Joseph "Joey" Bevegni
Purchasing Specialist
Columbia Distributing

From: [Megan Markel](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 12:11:13 PM

You don't often get email from megan@wellplayedwines.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. The citizens of Oregon deserve better and that includes accountability of our existing state agencies and the funds they are budgeted to use.

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. Our state leadership truly needs to *think* and eliminate the "re-think the drink" campaign entirely.

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 an owner of a small Oregon winery, I strongly oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Thank you for your thoughtful consideration,
Megan Markel

Megan Markel
Founder & Owner
Well Played Wines
Willamette Valley, Oregon

From: [Chris Black](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 12:05:31 PM

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

Dear Alcohol Task Force,

I strongly oppose Representative Sanchez's proposal to raise alcohol taxes in Oregon. Data from the EcoNorthwest firm and the Legislative Revenue Office show that alcohol demand is inelastic and increasing taxes is an ineffective tool to control consumption, including excessive and teen drinking. Given this, raising taxes won't solve the problem. Instead, Oregon should focus on reallocating the current 3% of tax revenue toward proven and vetted Substance Use Disorder (SUD) programs. Our breweries and hospitality industry are already hurting, and additional taxes will only worsen their situation. We need effective solutions to addiction issues, not blanket tax increases that hurt businesses.

Sincerely,

Chris Black
IT Technical Analyst | Information Technology
Columbia Distributing
Support Center: [REDACTED]
www.coldist.com

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From: [Heather Breen](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 12:00:49 PM

You don't often get email from h.breen@2townsciderhouse.com. [Learn why this is important](#)

Dear Task Force on Alcohol Pricing & Addiction Services,

I've been working in the Oregon Beer, Wine, and Cider industries for over 15 years now and have a working knowledge of how important these industries are to our local communities. Our breweries, wineries, and cideries attract out-of-state visitors and offer family-friendly spaces for our communities. Most people drink responsibly and are not addicts; raising taxes for all Oregon citizens to address the very real and complex issue of addiction is not the solution.

Dean Sidelinger, state health officer and epidemiologist for the Oregon Health Authority delivered an apology for failure to publish a 2021 study that showed increasing beer and wine taxes would have little impact on curbing drinking among the heaviest alcohol users. The study by researchers at ECONorthwest found that increasing Oregon's excise tax on beer and wine could raise hundreds of millions for the state and reduce public alcohol consumption overall – but that taxes would barely reduce consumption by Oregon's heaviest drinkers, who disproportionately drive the high societal costs of alcoholism.

It appeared that the Health Authority had intentionally buried a taxpayer-funded study because the findings contradicted efforts to raise alcohol taxes. State lawmakers called the agency's credibility into question. House Republican Leader Jeff Helfrich said in a statement that the Health Authority had potentially compromised the integrity of the alcohol addiction and pricing task force and said the lack of transparency raised questions about whether the agency was being upfront about other information, including data related to Measure 110, Oregon's drug decriminalization law. "There is no universe where OHA should have hidden this study from the public," Helfrich said in a statement. "Their job is to make an informed recommendation to the Legislature about how to best pursue better health outcomes for Oregonians while also weighing the economic impacts."

Oregon has lost more than 20 breweries this year, according to the Oregon Beverage Association, because the demand for beer fell during the pandemic, and people are not drinking as much as they used to. The proposal to raise the state's beer, wine, and cider tax would negatively impact local businesses as the industry struggles amid declining public interest in alcohol consumption. The businesses that will be impacted the most will be our small privately-owned companies, and we will once again push out the small business owner, allowing the larger and wealthier corporations to thrive while our mom-and-pop wineries, breweries, and cideries are pushed out of the market. The last thing our small businesses need is a tax increase, which may very well be what forces them to close their doors for good.

As a community, we need to take care of our neighbors and make thoughtful, sound decisions based on honesty, transparency, and weighing all aspects of the impact the changes will have on our local communities.

Sincerely,

Heather Breen (*she/her*)

HR Manager

2 Towns Ciderhouse

Office: [REDACTED]

h.breen@2townsciderhouse.com

www.2TownsCiderhouse.com



From: [Mark Henion](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 12:00:20 PM

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

Hello, I am writing to request that you do not raise our brewers' taxes.

As a relatively new brewery in an ever decreasing industry as of the last few years, basically since we started Van Henion Brewing.

We are struggling to survive financially.

We feel it is everyone's right to things like health insurance, retirement benefits, sick leave and paid time off.

All of these come at a very steep cost these days.

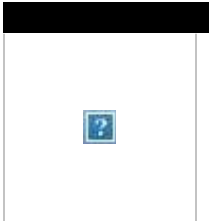
Not to mention all of our raw materials, grain, hops, water, cans, lids, labels, trays, etc, have all got up tremendously in the last few years. With beer costs not rising enough to meet these incurred expenses.

Please give us a fighting chance and leave our taxes where they are and really consider reducing them.

As Oregon is known for its beer industry and quality beer. If we all go out of business, then we lose that reputation and all the jobs that come with it.

Best regards,.

Mark Henion
Founder / Brewer
Van Henion Brewing Company



From: [Erika Dizon](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 11:55:30 AM

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

Dear HB 3610 Task Force and Oregon Lawmakers,

I work at Columbia Distributing, where I've seen firsthand the impact that rising costs, labor shortages, and supply chain disruptions have had on Oregon's beverage industry. That's why I'm urging you to oppose any increase in taxes on beer, wine, and cider.

This industry is still recovering from the pandemic, and many businesses are struggling to stay afloat. Consumers are already paying higher prices for their favorite local beverages, and a tax increase will only make things worse, driving away demand and putting even more pressure on local producers.

While substance abuse is a serious issue, raising alcohol taxes **won't address it.**

The Oregon Health Authority has mismanaged millions of dollars meant for substance use disorder programs. Before considering any tax increases, we need an audit to ensure existing funds are used responsibly.

Please support Oregon's beverage industry by voting against any tax increase!

Cheers,

Erika Dizon

[Video Content Creator](#) | [Learning & Development](#) |

[Columbia Distributing](#)

[Wilsonville, Oregon](#) | 

[Work:](#)  | [Cell:](#)  |

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From: [Matt Lyon](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 11:49:40 AM

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

Dear HB 3610 Task Force and Oregon Lawmakers,

I am writing to express my opposition to the proposed increase in alcohol taxes in Oregon. Our local beverage industry, which generates over \$11 billion in economic activity and supports 100,000 jobs, has already faced significant challenges. From rising costs to natural disasters, these businesses are struggling to recover. Increasing taxes will hurt not only businesses but also consumers, who are already paying higher prices for their favorite local products. This tax increase is ill-timed and would stifle growth in an industry vital to Oregon's economy.

Substance abuse is a serious issue, but raising alcohol taxes won't solve it. The Oregon Health Authority has received ample funding for addiction recovery programs, but there is little accountability for how those funds are spent. Instead of raising taxes, let's focus on ensuring that existing funds are used effectively.

I urge you to oppose any increase in alcohol taxes and protect Oregon's beverage industry.

Thank you,

Matt Lyon

Director of Sales – Eastern Oregon

Office: [REDACTED]

Cell: [REDACTED]

From: [Ina Skidmore](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 11:43:36 AM

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

Dear HB 3610 Task Force and Oregon Lawmakers,

I am writing as one of the 1,400+ Oregonians employed by Columbia Distributing to express my strong opposition to raising beer, wine, and cider taxes. Our industry is still reeling from a series of challenges, including rising ingredient costs, supply chain disruptions, labor shortages, and the lingering effects of the pandemic. Increasing taxes now would jeopardize the recovery of many small businesses and threaten jobs.

In addition to impacting businesses, this tax increase would hurt consumers, who are already paying higher prices for their favorite local beverages. Further increases may push them to choose cheaper alternatives, putting even more strain on Oregon's craft beverage producers.

Substance abuse is a serious issue in Oregon, but raising alcohol taxes won't address the core problem. Only 3% of alcohol tax revenue currently goes to substance use disorder programs, and the Oregon Health Authority has failed to account for millions of dollars already allocated to these services. Instead of raising taxes, we should ensure the existing funds are used effectively.

Please help protect the businesses that form the backbone of Oregon's economy and oppose any increase in alcohol taxes.

Sincerely,

Ina Skidmore



Portland, OR 97230

Thank you!

Ina Skidmore

HR Business Partner

Columbia Distributing

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From: [Brogan Murphy](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 11:43:16 AM

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

Members of the HB3610 Task Force,

Oregon lacks accurate data on recovery services, and now we know the Oregon Health Authority has been actively withholding information. The OHA buried a 2021 study that didn't support their push for higher alcohol taxes. This level of dishonesty makes it clear we need real data and transparency, not manipulative tactics.

Oregon's alcohol industry is essential to our state's economic success. Our 400 breweries, 80 distributors, and 1,000 wineries support thousands of jobs, with 40,000 in the beer industry and 28,000 in the wine industry. Unfortunately, 3,000 beer-related and 12,000 wine-related jobs were lost due to COVID. Instead of raising taxes, we should focus on using the revenues from existing alcohol taxes more efficiently.

Please oppose any increase in alcohol taxes and support the continued economic contributions of this vital industry.

Sincerely,

Brogan Murphy

Wilsonville, OR 97070

From: [Yvette Clark](#)
To: [OLCC Communications - OLCC](#)
Subject: HB 3659 Comments
Date: Friday, September 27, 2024 11:43:13 AM
Attachments: [HBTaskForce.pdf](#)

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

Cheers,
Yvette Clark
Owner, Event Coordinator
Wooden Heart
[REDACTED]
Dundee, OR 97115
www.woodenheartfood.com



PLEASE NOTE:
Due to a high volume of catering inquiries for the 2024 season we can not guarantee booking dates without a paid deposit and signed contract or verbal confirmation directly from ownership (Yvette or Ryan). We appreciate your understanding while we process through catering submissions. We appreciate you keeping us busy!

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,
Yvette Clark
Owner


Dundee, OR 97115

From: [Tanya Zumach](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610
Date: Friday, September 27, 2024 12:46:12 PM

You don't often get email from tanya@raptorridgewinery.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.

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

Cheers,
Tanya Zumach

Tanya Zumach, WSET 3
Director of Marketing & Membership

From: [Alex Fullerton](#)
To: [OLCC Communications * OLCC](#)
Subject: HB 3610
Date: Friday, September 27, 2024 12:20:34 PM

You don't often get email from alex@fullertonwines.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.

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

Cheers,

From: [Courtney Muns](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB3610 Comments
Date: Friday, September 27, 2024 12:16:03 PM
Attachments: [image001.png](#)
Importance: High

You don't often get email from courtneym@pelicanbrewing.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,

From: [alyssum wright](#)
To: [OLCC.Communications * OLCC](#)
Date: Friday, September 27, 2024 11:55:00 AM

You don't often get email from harleythehound@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.

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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.

From: [Makai Brusa](#)
To: [OLCC.Communications * OLCC](#)
Subject: Public Comment period for HB 3610
Date: Friday, September 27, 2024 12:30:53 PM

You don't often get email from makaibrusa3@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 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,

Makai and Jen Brusa


From: jim@sevenbridgeswinery.com
To: [OLCC.Communications * OLCC](#)
Cc: ["Lisa Carroll"](#)
Subject: "HB 3610 Comments"
Date: Friday, September 27, 2024 2:22:31 PM

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

Hello,

I am co-owner of a small winery in Portland, Oregon. We source grapes from the Columbia and Willamette Valley to make wine in an urban setting in Portland. We have been in business since 2008, but it is very difficult to run this business profitably. We employ seven people full and part time. Please consider the small businesses that will be impacted by any increase in alcohol taxes.

Cheers!

Jim Straus
Owner, Seven Bridges Winery


From: [Kevin Caranna](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 1:15:55 PM
Attachments: [image001.png](#)

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

I am writing to you today to strongly oppose any new taxes on beer, wine and cider.

At Columbia Distributing we are extremely proud to provide over 1,400 family wage jobs here in the great state of Oregon. We are also very proud of the breweries, wineries and cideries that we get to distribute to the people across the state. We love our industry, and what we bring to the communities with sponsorships of Rodeos, concerts, sporting events and other special events. These special events are put on in partnership with our great Oregon breweries, wineries and cideries. They bring community events to life.

Adding new taxes to beer, wine and cider will have a negative impact on our industry. Current taxes generate plenty of money to help combat abuse and underage drinking. Less than 3% of the revenue generated from current taxes are going to help combat abuse issues. Higher taxes will not address substance abuse.

Last year I had the pleasure of speaking with former Senate Majority Leader Kate Lieber about this topic. We need to have better allocation of funds, the money is there, it just needs to be put to the right use. When OHA testifies that \$72 million is unaccounted for, this does not justify raising taxes.

The long-term impact of more taxes on our industry will have an extreme negative impact on our industry including our Local Distributors, Breweries, Wineries and Cideries, especially businesses that are right here in Oregon. Please oppose any tax increases.

Thank You

Kevin Caranna
Regional General Manager
Eastern Oregon
Columbia Distributing
Office [REDACTED]
Cell [REDACTED]
www.coldist.com

From: [Alex Holliday](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 3:16:31 PM

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

To the HB 3610 Task Force, and others whom it may concern,
I would like to contribute my voice in opposition to the proposed taxation of beer, cider, and wine in Oregon. I work for a large cider manufacturer in the state, and from what I have seen and heard regarding the proposed taxation, the price hike on consumers may very well push us out of business at some eventuality and, ergo, push me out of my livelihood. This may very well be the case for many working in the world of craft beer, wine, and cider.

Sincerely,
-Alexander Holliday

From: [daelstun](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 comments
Date: Friday, September 27, 2024 1:14:49 PM

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

HB 3610 task force and Oregon lawmakers,

As a full time employee in the great Oregon wine industry I am writing to urge you all to please consider an alternative source of funding for the state's addiction and recovery services. Whereas the state could use more funding in these recovery programs, HB 3610 puts local companies, especially wine producers at a stunning competitive disadvantage relative to our counterparts in other states and the global wine industry.

To be fair, any new taxes should be more transparent and put into place on all alcohol purchases and not targeted only at local businesses. The Oregon wine industry is one of the most visible and positive standard bearers for this state. Oregon wine represents this state and the care that goes into farming and creating a world class product in a way that very few sectors are capable of doing. Penalizing the wine industry and other related businesses that employ so many tax paying citizens here, especially at the present time, will force companies to close and people to lose their jobs. I would urge all legislators in Oregon and the OLCC to go back to the drawing board and vigorously oppose HB 3610 in every manner possible. This is a bad bill being proposed at the worst possible time.

--

Devon A. Elstun
daelstun@gmail.com

From: [Leikam Brewing](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 3:26:46 PM

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

Dear HB 3610 Task Force and Oregon Lawmakers,

I am an owner of Leikam Brewing in Portland and wanted to submit my comments about the potential plan for a tax increase. I am against this plan and do not feel like it would have a positive benefit. Gone are the days when new breweries were popping up all over Portland and it has been years since Portland has had packed beer festivals every few weeks in the summertime. This is not an industry where money is just flowing into the bank accounts.

Due to increased costs across the board it is harder than ever to sustain the business while also paying employees a fair wage. There is already a heavy inflow of invoices from regulatory agencies on top of the increased costs of general utilities and COGS invoices that need to be paid.

I agree that there needs to be more assistance with helping out the opioid epidemic. The Oregon Health Authority has already taken over one billion dollars in recent years to combat the issue. Yet, they have mismanaged the funds and records show they have lost track of \$72 million for the substance use disorder programs. This is more than double what is paid by the Oregon brewery and wine taxes every two years. Instead of increasing costs for a struggling industry we should audit the OHA and find a way to effectively spend the money they already have. Increasing costs could cause more brewery and winery businesses to close down. Then there would be no taxes at all collected by those companies as well as the effect on the wellbeing of former employees and reduced tourism dollars.

This tax increase plan is not the way to help sustain an industry that is such a prominent identity for Oregon. Raising taxes without fixing the underlying problem of how the money is ultimately handled and spent is a way to distract and ignore the issue.

Thank you for your time
Theo Leikam

Leikam Brewing

--



From: [Zach Smith](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 3:02:49 PM
Attachments: [image001.png](#)
[image002.png](#)

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

Dear HB 3610 Task Force and Oregon Lawmakers,

I work for Columbia Distributing, the largest beverage wholesaler in the Pacific Northwest, and I oppose any proposed tax increase on beer, wine, and cider. These taxes would put an undue burden on an industry that is already struggling to recover from the pandemic.

We've faced rising ingredient costs, labor shortages, and severe supply chain disruptions. Many local breweries and cideries have been forced to close, and adding more taxes will only make it harder for the rest to survive.

In addition, higher taxes would hurt consumers, who are already paying more for their favorite beverages. This will drive demand down, creating a negative cycle that could seriously damage our local beverage industry.

Substance abuse is a critical issue, but raising alcohol taxes won't solve it. We need better accountability for the existing funds, especially given that the Oregon Health Authority has failed to account for \$72 million in spending. It's time to audit the OHA and ensure funds are used wisely before considering any new taxes.

Please protect Oregon's beverage industry by voting against any tax increase.

Sincerely,

Thanks,

Zach Smith

Human Resources Coordinator | Human Resources

Columbia Distributing

Office: [REDACTED]

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



From: [Aaron Sarnoff-Wood](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 3:00:37 PM

You don't often get email from aaron@2townsciderhouse.com. [Learn why this is important](#)

Dear Task Force Members and Members of the Oregon Legislature,

I am writing as a member of the HB3610 task force and as a small business owner to express my strong opposition to the proposed alcohol sales tax in Oregon. The tax proposal is ostensibly to fund addiction recovery services, specifically youth prevention and education programs. While addressing addiction is undoubtedly important, the proposed tax is misguided and based on faulty premises, ultimately risking significant harm to the state's vibrant alcohol industry which currently accounts for over \$17 billion in annual economic activity for the state of Oregon.

Economic Challenges Facing the Alcohol Industry

The alcohol industry in Oregon, particularly the craft beer and wine sectors, has been a cornerstone of the state's economy and culture. However, this industry just faced unprecedented challenges in recent years. The COVID-19 pandemic severely disrupted operations, leading to temporary closures, loss of revenue, and a prolonged period of recovery that many small businesses have yet to overcome. Labor shortages, inflation, and supply chain interruptions only compounded these difficulties, making it increasingly difficult for businesses to stay afloat.

Natural disasters, such as wildfires, further exacerbated these issues, causing additional financial strain on already struggling businesses. The proposed sales tax imposes an additional burden on an Oregon industry that is already paying a higher percentage of revenue in total taxes (39% total tax burden) compared to the national average (34% total tax burden) resulting from Oregon's already high business taxes. Craft alcohol producers operate on thin margins and increased taxes would lead to additional closures, job losses, and a decline in the very cultural fabric that makes Oregon unique.

Oregon's Existing Funding and Mismanagement by the Oregon Health Authority

Oregon is one of the best-funded states in the nation on a per capita basis for addiction recovery services. Despite this, the Oregon Health Authority (OHA) has done a shockingly poor job of managing these funds. The OHA has failed to account for 7.4% of all recovery spending between 2021-2023 (\$72 million)—money that could have been used to support those in need. Additionally, large sums of already allocated funds exist in excess of \$139

million from M110 which the OHA has been unable to distribute due to bureaucratic incompetence. This does not include the additional \$600 million in available recovery funds resulting from the recent opioid settlement for which the OHA has yet to announce their spending plan nor information on the accrued interest from the combined sums of cash on hand. This glaring mismanagement raises serious questions about the agency's ability to effectively utilize additional funds, should they become available through increased taxes. The state is awash in new available resources totalling nearly \$1 billion dollars from which youth prevention and recovery services could easily be funded if OHA actually found this to be a priority.

Moreover, the OHA consistently fails to track crucial data, such as the number of recovery patients in the state, the occupancy rates of recovery beds, the quantity of patients waiting for treatment, or where capacity is most strained. Without this most basic information, it is impossible to determine whether additional resources are even necessary, let alone how they should be allocated.

Misrepresentation of Data and Suppression of Contradictory Evidence

Proponents of the tax increase have relied on data that is, at best, misleading. The OHA has claimed that taxes alone will cause large reductions in excessive consumption resulting in benefits to public health. However, OHA's own research contradicts this belief and the state's top economist, Mazen Malik dubbed OHA's insistence to this effect as "wishful thinking" during task force testimony. Ultimately, in an effort to advance their political objectives, the OHA hid taxpayer funded research from the public in collaboration with Mike Marshall of Oregon Recovers and lied to lawmakers and task force members as to their motives for doing so as OHA emails later revealed. OHA falsely claimed that alcohol consumption is on the rise, justifying the need for increased taxation to curb this trend. The reality is quite different. Consumption of beer and wine has been in decline for over a decade according to state tax records, and overall alcohol consumption is not increasing as the OHA suggests. Only consumption of state controlled spirits grew in the last ten years prompting the state to green light an \$150 million taxpayer funded expansion project of state liquor distribution services which are projected to nearly double spirits consumption. Promoting beer and wine taxes to curb consumption while simultaneously spending tax dollars growing spirits sales highlights incongruous planning and coordination reading less like an effort to reduce overall consumption and more like an effort to suppress private business in favor of state owned enterprises. Even more strikingly, alcohol consumption among youth has decreased by 50% in the past 10 years and is now at its lowest rate recorded in this state. This is in direct contrast to the stated justification for levying the new alcohol sales tax, as the resulting revenues are proposed to be earmarked for youth prevention and education programs. These facts directly contradict the narrative being pushed by tax advocates, who appear more interested in justifying a tax than in addressing an actual problem. The combined misrepresentation of data with the lack of transparency

and honesty is deeply troubling and undermines the credibility of the arguments in favor of a tax increase.

Lack of a Clear Plan for Additional Revenues

Perhaps most concerning is the fact that recovery advocates have not presented a clear plan for how the additional tax revenues would be used. There is no explanation of what specific programs or initiatives would be funded, nor any analysis of the effectiveness of current spending or existing programs. The OHA has not even conducted a basic catalog of what curricula are currently in use for youth prevention and education services. The proposal for alcohol tax funding to be directed to youth prevention and education was only introduced in the 11th hour of the task force after the earlier justification for levying new taxes which directed funds for increased recovery bed capacity fell flat. Data shows that recovery bed capacity issues are not due to a lack of funding, but rather are related to structural inequities in recovery provider preference of higher paying privately insured patients compared to the low reimbursement rates of patients on Medicaid. And so, after eight months of task force meetings, the tax proposal shifted from funding new recovery beds to youth prevention and education in the second to last informative meeting. This lack of planning suggests that the push for increased taxes is not rooted in a well-considered strategy to address addiction but is instead a reactionary measure driven by a desire to “tax alcohol out of existence” as was the stated objective of Oregon Recovers’ Mike Marshall, a key architect of the HB3610 task force as well as this and past alcohol tax proposals. Mr. Marshall was removed from the task force by the Governor due to his inappropriate behavior toward a recently deceased industry member. This is one example of a pattern of behavior emanating from Oregon Recovers that is extreme in nature and damaging to the addiction recovery dialog.

Conclusion

The proposed increase in alcohol taxes is based on misrepresented data, will further strain an already struggling industry, and is unlikely to result in meaningful improvements in addiction recovery services due to the demonstrated incompetence of the Oregon Health Authority. Rather than imposing additional burdens on small businesses, the state needs to focus on ensuring that plentiful existing funds are managed effectively and that any new initiatives are based on accurate data and a clear, evidence-based plan.

I urge lawmakers to reject this sales tax and consider more effective, fair, and transparent ways to support addiction recovery in Oregon.

Sincerely,

Aaron Sarnoff-Wood

HB3610 Task Force Member & Co-Founder of 2 Towns Ciderhouse

From: [Lisa Mullin](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 2:52:35 PM

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

Dear HB 3610 Task Force and Oregon Lawmakers,

I am writing to voice my opposition to the proposed increase in alcohol taxes in Oregon. This industry has faced enough challenges in recent years, including inflation, employee shortages, and natural disasters. Further taxing these businesses would be detrimental to their survival and the Oregon economy.

Our state's beverage alcohol industry contributes more than \$11 billion in economic activity and employs over 100,000 people. Raising taxes would only make it harder for these businesses to thrive, putting jobs and communities at risk.

Moreover, raising alcohol taxes won't solve Oregon's substance abuse issues. The Oregon Health Authority already has significant funding for addiction recovery services, yet questions remain about its accountability and use of those funds. Before imposing additional taxes, we should focus on improving the management of current resources.

Please oppose any increase in alcohol taxes and support Oregon's local businesses.

Sincerely,

Lisa Mullin



Ontario, Oregon 97914

From: [Mark Johnson](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 2:47:52 PM

You don't often get email from mjohnson11.is@gmail.com. [Learn why this is important](#)

Dear OLCC

I am against the increase in taxes on alcohol and thereby increasing the price. While adding help for addiction and abuse, increasing taxes will hurt and harm the companies and people that make Oregon beer, wine, and spirits the best: the small companies creating amazing products for their customers and continuing to build connection in their communities as a place to gather.

Oregon is at it's best when small, homegrown companies are able to challenge Big Corporations, and need to be able to have a product that is not cost prohibitive.

Maybe we should look at the tax cuts for Big, NON-Oregon companies instead of crushing the small energetic, passionate Oregon-based companies.

Do better.

Mark

From: [Kevin Kiker](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 2:31:39 PM

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

I am writing to ask all involved to reconsider the tax increase for wineries in Oregon. There is not as much money in the wine business as one may think for small wineries. Between the decline in sales and visitation, equipment costs, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to survive. The last thing we need are more tax increases and some have even proposed eliminating the exemption on smaller wineries.

Thank you for your consideration
Kevin Kiker
Third Block Wines, LLC
Jefferson, Oregon

From: [Valcan Cellars](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 2:27:04 PM

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

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.

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

Warmly,
Valcan Cellars Team
Valcan Cellars | wine tasting room & shop

From: monique@nysavineyard.com
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 2:08:41 PM

You don't often get email from monique@nysavineyard.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.

We are a small, family-owned winery and grower that are facing major challenges, along with our fellow wineries.. 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.

Sincerely,

Monique Bailey

Nysa Vineyard |  | Nysavineyard.com

From: [Alex Bittner](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 2:06:59 PM

You don't often get email from alex@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!

--

ALEX BITTNER | SALES AND BUSINESS ANALYST

e | alex@pfriembeer.com

p | [REDACTED]

w | www.pfriembeer.com

From: [Jamie Chianello](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 2:00:01 PM

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

To Whom it May Concern,

I am writing on behalf of Domaine Serene Winery & Vineyards to express our strong opposition to the proposal to raise beer and wine taxes in Oregon established under House Bill 3610. As a member of our vibrant community and a supporter of our local wineries, I am deeply concerned about the potential repercussions of such a tax.

The wine industry is not only a cornerstone of Oregon's economy but also a vital part of our cultural identity. Imposing taxes on wine would place an undue burden on small businesses that are already navigating the challenges posed by rising operational costs, labor shortages, and supply chain issues. These businesses contribute significantly to local economies, provide jobs, and enhance tourism, drawing visitors from across the nation and beyond. Increasing taxes would diminish consumer spending, leading to a decline in sales that would hurt both wineries and the communities that rely on them. Our wineries offer more than just products; they provide unique experiences that foster community and connections.

Moreover, Oregon's land of viticulture is a unique treasure that deserves protection and support. Our vineyards are cultivated with care and dedication, embodying the hard work of generations of growers. Increasing taxes threatens to undermine this heritage by making it more difficult for local wineries to thrive and invest in their land. This could result in reduced agricultural activity, impacting not just wineries but also the broader agricultural ecosystem, including local farms and suppliers.

I urge the task force and our state legislature to consider the long-term effects of raising taxes. We oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same. I believe that a thriving wine industry benefits all Oregonians. Thank you for considering our views on this important issue.

Jamie Chianello
Domaine Serene Vineyards & Winery
Director of Marketing
Direct: [REDACTED]
j.chianello@DomaineSerene.com

From: [Greg Kendrick](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 1:46:40 PM
Attachments: [HB3610.pdf](#)

You don't often get email from gregk@kiwandahospitality.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,
Greg Kendrick

From: [Ian Hutchings](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 1:35:16 PM

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

Hello! I'm writing to you in regards to the proposed Task Force on Alcohol Pricing and Addiction Services, or HB 3610. I have been Block 15's COO for 3 years. We are a small brewery that has an impact in every county of this state, despite producing only 7,000 BBls of beer a year.

I understand the reasoning for and desire for increased funding towards these services, but I fear that this will boil down to a tax, either at the register or on units in distribution, that will badly and disproportionately affect smaller producers.

It is unfair to paint all breweries with the same brush. The money flowing through big breweries and what they can absorb is leaps and bounds above what your regular craft brewery can handle. Many of us, post pandemic, have been struggling to offer a value while cost of goods skyrocket, and people have to make more careful decisions with their money. This has left smaller producers trying to catch up to the economies of scale that AB Inv Bev, Tilray, etc can handle. We currently charge anywhere from \$5 -\$8 for a pint, depending on style, just to meet our margins from 4 years ago. We've taken hits in every facet of our bottom line trying to battle these rising costs and extra asks.

Please do not hurt small businesses by adding another tax that will be passed on to the customer. Please support restaurants and small breweries as they are essential to the fabric of what drives Oregon tourism and identity.

Cheers,
Ian Hutchings
Block 15 Brewing Company
COO [REDACTED]



From: [Jason Alderman](#)
To: [OLCC,Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 1:34:21 PM

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

My name is Jason Alderman and I am the president of Home Fermentation, Inc that operates Home Fermenter, a home fermentation supply shop in Eugene, Oregon. I'm also a lifelong Oregonian and love our state. In the last 45 years, Home Fermenter has provided guidance and education to customers that have gone pro in the beverage industry or desire to go pro in their area of the fermentation arts. I personally have provided this guidance in the last 10 years. I have seen customers come into our location with a dream and that have since earned world wide recognition for their craft that was dreamt up of in Oregon State.

For the last 5 years I have seen prices increases in grains, yeast, bottles, cans, and general equipment. I have seen several home brew supply shops close that have been around for 20+ years due to the economic struggles. The oldest home brew supply shop in the Nation with 106 years is located in Portland, Oregon and was minutes away from going out of business just a few months ago. This shop had survived through prohibition but the current costs and changes in the industry almost closed it down. Our industry does not need another hurdle to overcome by increasing tax on our customer base.

I understand the challenges involved with the over consumption of alcoholic beverages. I have seen and dealt with hardships and ordeals from family and friends that have succumbed to addiction. I can honestly say that I myself was close to that moment. I do feel that it is not socially responsible to put 9% ABV in bold on the front of a beer can. These are the beverages that individuals that are facing challenges will reach for. I have seen people shop by ABV per Dollar ratios to make their purchasing decisions. An increase in tax is not going to change that behavior but will cause harm to our Oregon breweries, ciders, and wineries. An increase tax will harm this industry that has created so much world wide attention and recognition for our hard working Oregonians and will do little to help if any to those that need the help. I don't have the answers but believe a different approach should be taken rather than a tax increase.

I'd like to thank this committee for their time and research that they have spent on this issue. If you are in Eugene, Oregon I'd love the opportunity to discuss this topic more over a beverage at one of our world renown breweries in town.

Thank you,

Jason Alderman
Home Fermenter

[REDACTED]

Eugene, OR. 97401

[REDACTED]

www.homefermenter.com

From: [Myles VanWeerd](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 1:20:20 PM

[You don't often get email from myles@block15.com. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification>]

Greetings, my name is Myles VanWeerd and I am a delivery driver for Block 15 brewing and distribution in Corvallis Oregon.

I am emailing and commenting about the recent legislation proposal to increase alcohol tax tax in Oregon. In my current position, I deliver beer all throughout the northern, Central, eastern and southern Oregon. I am in direct contact with and meet local breweries and stores, taprooms, pubs, and bottle shops that all purchase our beer and the beer that we distribute.

Many of these local companies that I deliver to,(my current company included) would greatly suffer from an increase in alcohol tax and what makes a lot of these companies great is that them being a locally owned business, they can provide unique and exclusive beer and alcohol experiences that we can ONLY get in the Pacific Northwest.

With raised taxes, it will strain and push local businesses to the brink of closure as many of them do not have much if no overhead at all. Myself, and everybody that I work with, our livelihood is dependent on our current job and career. It won't only affect businesses, but individuals that work for those businesses. I understand that alcohol addiction is a very real and big issue. But this is not the way to tackle said problem.

Thank you

Myles.

From: [Matt Van Wyk](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 comments
Date: Friday, September 27, 2024 1:28:46 PM

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

To whom it may concern,

My name is Matt Van Wyk and I am co-founder of Alesong Brewing and Blending in Eugene Oregon.

My company produces Barrel-aged beer, cider and wine and operates a full restaurant. We employee about 12 Oregonians and have been in business for 8 years. Prior to opening Alesong, I worked at another Oregon Brewery for 6 years, Oakshire Brewing, also in Eugene.

With the passage of House Bill 3610, I am very concerned that a tax increase on alcohol will have a very negative affect on than hundreds of manufacturers in the state. Not only that, but wholesalers and retailers will also be negatively affected.

Beer production has always been a very low margin business. There is much capital expense to operating them. Lately, costs of materials, labor, rent, and taxes have increased greatly. We are currently struggling to make the business viable. Raising taxes In Our state has the potential to shutter my business, and many like us.

I urge you to look hard at the causes of addiction and other drug and alcohol problems in our state. I'm confident it is not the \$19/bottle beer at Alesong Brewing and Blending.

Please consider the economic impact and negative labor impact from raising taxes and forcing Oregon Breweries and adjacent businesses to close.

Thank you for your time.

Sincerely,

Matt Van Wyk

Alesong Brewing and Blending

Eugene Oregon

Matt Van Wyk

Founder, Alesong Brewing and Blending

Brewery: [REDACTED] Eugene OR 97405

Mailing: PO Box 23303, Eugene OR 97402

matt@alesongbrewing.com / alesongbrewing.com

[REDACTED]

From: [Chancy Prowell](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 CommentsHB 3610 Comments
Date: Friday, September 27, 2024 2:48:31 PM
Attachments: [image001.png](#)

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

Dear HB 3610 Task Force and Oregon Lawmakers,

As an employee of Columbia Distributing, I see the tremendous challenges that the beverage industry faces every day. I'm writing to urge you to oppose any increase in beer, wine, and cider taxes in Oregon. Our industry is already struggling with rising ingredient costs, labor shortages, and severe supply chain disruptions. A tax increase would only exacerbate these problems and hurt local businesses.

Many consumers are already paying higher prices for their favorite local beverages, and increasing taxes will further drive them away. This could result in significant damage to Oregon's craft beer, wine, and cider producers, who are integral to our state's economy.

While substance abuse is a real concern, raising alcohol taxes is not the solution. Only 3% of alcohol tax revenue is currently allocated to substance use disorder programs, and the Oregon Health Authority has been unable to account for \$72 million in funding. We need an audit to ensure that existing funds are used responsibly before any new taxes are considered.

Please help protect Oregon's beverage industry by opposing any tax increase. This sector is vital to our state's economy and culture.

Sincerely,
Chancy Prowell

[REDACTED]

Salem, OR 97302

Office: [REDACTED]

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From: [michael n](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610
Date: Friday, September 27, 2024 1:41:09 PM

You don't often get email from buckskin.2@hotmail.com. [Learn why this is important](#)

Dear Oregon Task Force or To Whom it may concern,

My name is Michael Neuman and I am a central Oregon resident plus a health care professional and with a hobby of being an avid home brewer since 1997 and would like to voice my concerns over the house bill HB3610. Being an Oregon resident, I should have the right to voice my opinion and hoping you would value my opinions and experience.

Being an avid homebrew, I enjoy tasting and visiting the different craft breweries that are available here in this beautiful state of Oregon and I would hope that they would be here to stay, when I travel around the state or even near my residents when I get the chance to go out I usually try and visit one of the local brew pubs to enjoy a meal and sampling the beer. Oregon beer and the wine industries are a point of pride for our state and I think the proposal to tax these industries to offset the cost of losses in the rehabilitation therapy would have a negative effect and would be unfair tax to Oregon breweries and distilleries, the economy has already had a negative impact by some of them closing. This tax can potentially be extreme, driving the cost up on a pint a beer creating less sales and then having a negative impact on the Oregon industries, while other states will thrive. Oregon craft breweries draw tourist every year to our state, the tax potentially could have a negative impact on the draw of tourist as well. If the cost of a pint of beer goes up too high would probably stop or decrease being able to support the local craft breweries that I enjoy.

I would like to thank you for letting me voice my opinion and thank you for your hard work.

Sincerely,
Michael Neuman

Sent from [Outlook](#)

From: [Tom Perrick](#)
To: [OLCC.Communications * OLCC](#)
Subject: OR HB 3610 Comments
Date: Friday, September 27, 2024 1:53:51 PM
Attachments: [ADSA Comment Letter - OR HB 3610 -Task Force on Alcohol Pricing.pdf](#)

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

Thank you for including this Comment Letter in the record of the Task Force on Alcohol Pricing and Addiction Services (HB 3610).

--



☐ **Tom Perrick** | National Director | State Government
Affairs
tom@americandistilledspirits.org | [REDACTED]
American Distilled Spirits Alliance
www.americandistilledspirits.org



September 26, 2024

The Honorable Chair Tawna Sanchez
Members of the Task Force on Alcohol Pricing and Addiction Services
via email

RE: HB 3610 Comments

Dear Chair Sanchez and Members of the Task Force on Alcohol Pricing,

I am writing on behalf of the American Distilled Spirits Alliance (ADSA), a national group of industry leaders in manufacturing, importing, and marketing of distilled spirits and other beverage alcohol products. Our Alliance represents hundreds of well-known spirits, wine and beer brands and over 60% of all distilled spirits sales in the United States.

Our Oregon member companies are an integral part of the state's one-hundred distillery ecosystem that supports 19,000 jobs and \$2 billion in economic activity for the state each year. ADSA members across the country join with Oregon's local distillers and other craft beverage alcohol makers in opposing task force member recommendations that would result in any tax increases on these homegrown businesses.

At a time when the Oregon hospitality and tourism industry is finally recovering from a series of economic shocks, lawmakers should be looking for every opportunity to support, not penalize, this sector. Whether levied in the retail price or added on at the point of purchase, many of the recommendations of task force members would result in higher alcohol prices and are sure to be viewed as an unpopular additional tax on consumers and constituents.

States often do not align tax revenue with a related social program. Oregon lawmakers, and voters, should demand that current tax collections from all recreational categories/products are prioritized towards and invested in addiction, treatment and prevention services. During the task force discussion, we learned that Oregon spends more on drug addiction recovery and prevention than 75% of other states, and that was before the recent influx of an additional \$1 billion in addiction services funding.

Specific to alcohol, we also learned that alcohol tax revenue is the third largest source of funding for Oregon, yet the legislature allocates only 3% of alcohol tax revenue to mental health and addiction funding. Policymakers have an opportunity to review spending priorities before pursuing additional tax funding. Beverage alcohol should not be singled out for higher taxes when the State of Oregon supports more and more potentially addictive products that are not in the category of beverage alcohol.

While the distilled spirits industry fully supports evidence-based solutions to combat alcohol and other substance abuse, higher taxes and ever higher prices may not achieve this goal. Task force member recommendations to increase certain alcohol taxes will only serve to penalize responsible alcohol consumers and is blatantly regressive among household incomes.



AMERICAN DISTILLED SPIRITS ALLIANCE

Proponents of increasing alcohol taxes make a linear correlation between higher prices and lower consumption. The correlation is not always that clear. For example:

- The Oregon Health Authority found in its own *2021 Economic Analysis of Excessive Alcohol Consumption in Oregon* that ‘...higher beer, wine and cider taxes did little to reduce excessive drinking.’
- The Tax Foundation testified to the CO State Senate Finance Committee (4/8/24) that ‘They [alcohol taxes] act as a mild deterrent to consumption but do almost nothing to address underlying issues linked to alcoholism.’ Further, that ‘The state could substantially increase its efforts on alcohol harm reduction by better directing the funds it already collects.’
- In a January 2001 *Alcohol Alert*, the National Institute on Alcohol Abuse and Alcoholism (NIAAA), the leading US federal agency on alcohol-related issues, stated in its research that ‘the heaviest-drinking five-percent of drinkers do not reduce their consumption significantly in response to price increases, unlike drinkers who consume alcohol at lower levels.’
- A 2011 study funded by the NIAAA and researched by the Journal of Mental Health Policy stated ‘Tax policies aimed to reduce alcohol-related health and social problems should consider whether they target the most harmful drinking behaviors’. Further, that ‘Tax increases also appear to be less effective among the heaviest consumers who are associated with the highest risk.’
- A 2009 study by the Yale School of Public Health and jointly published with the National Bureau of Economic Research, *Sin Taxes: Do Heterogeneous Responses Undercut Their Value*, showed that ‘heavy drinkers were not at all responsive to higher prices.’ The study further concluded that ‘...higher alcohol taxes could not be justified based upon a public health or economic justification.’

Importantly, we note that alcohol pricing recommendations are submitted individually from members of the task force and that the task force, itself, did not reach consensus on any recommendations provided.

Spirits, beer, wine and cider are a vital part of Oregon’s economy and identity. Alcoholic beverage producers need the support of Oregon lawmakers. Saddling Oregon businesses, employees, and responsible alcohol consumers with tax and price increases envisioned by many of the task force members’ recommendations is not an effective solution to this otherwise well-intended and critical issue addressing a host of short- and long-term health risks.

Sincerely,

Tom Perrick
National Director - State Government Affairs
American Distilled Spirits Alliance

From: [Danelle Romain](#)
To: [OLCC.Communications * OLCC](#)
Cc: [Mike Freese](#)
Subject: 3610 Taskforce Comments
Date: Friday, September 27, 2024 3:53:22 PM
Attachments: [AlcoholTaskforceTestimonyOBWDA09272024.pdf](#)

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Attached please find public testimony on the 3610 Taskforce. Thank you.



T: [REDACTED] • C: [REDACTED] • rflawlobby.com

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September 27, 2024

Dear Members of the Alcohol Tax Taskforce,

OBWDA is a membership organization representing the majority of independent beer and wine distributed in the State of Oregon. Oregon's distributors employ over 3,000 Oregonians.

Alcohol taxes have proven to be ineffective in controlling problematic consumption, including excessive and teen drinking. If funding for substance use disorder (SUD) programs is a genuine priority, the legislature should allocate more than the current 3% of alcohol revenues to these programs. Budgets should reflect our values and commitments, and simply increasing taxes on struggling Oregon businesses will not yield the desired outcomes.

Context and References:

1. **Alcohol Pricing and Demand:** Data from EcoNorthwest and the Legislative Revenue Office indicates that alcohol demand is inelastic; taxes do not effectively reduce consumption. Therefore, we recommend utilizing existing tax and markup revenues to fund proven SUD programs rather than relying on ineffective taxation.
2. **Addiction Treatment and Accountability:** The Oregon Health Authority (OHA) has not demonstrated accountability regarding how funds are utilized. They lack essential data on behavioral health spending, recovery outcomes, and service gaps. This failure to measure success undermines the ask for additional resources. It is critical to understand what existing programs are achieving before proposing further financial investments.

Moreover, targeting specific alcohol categories will not resolve Oregon's broader drug crisis. Current trends indicate that alcohol sales are declining and that teen drinking rates are at historic lows.

3. **Resource Distribution:** Despite alcohol taxes being a significant revenue source, less than 3% is earmarked for mental health and addiction services. A reevaluation and reallocation of these funds toward proven SUD programs is a logical and necessary step forward. Improved coordination at the state level could also enhance access to federal matching funds, which we currently miss due to a fragmented approach.

4. **Funding Efficiency:** Oregon's SUD funding is among the highest in the nation per capita, yet we lack clarity on the effectiveness of these expenditures. Since 2021, funding has increased by over \$1 billion, but we have little evidence to show for it. A thorough evaluation of existing programs is essential before committing additional resources.
5. **Public Education and Prevention:** The legislature should assess the effectiveness of mandated substance use disorder prevention programs in schools. Given the decline in teen drinking, it is essential to inventory existing curricula and seek efficiencies in prevention programs, potentially leveraging federal matches.
6. **Data Collection and Research:** A trusted third party must implement a comprehensive data collection strategy. This includes creating a real-time database of SUD treatment beds, tracking OHA spending, and auditing SUD programs to clarify where funds are being allocated. With 7.2% of OHA's SUD budget unaccounted for, a thorough audit is vital.

In closing, we urge the Taskforce to consider these recommendations seriously. By reallocating resources and enhancing accountability, we can address substance use disorders more effectively while supporting the vital role of beer, wine, and cider in Oregon's economy and culture.

Thank you for your time. We look forward to further discussions on how we can work together to achieve these important goals.

Sincerely,

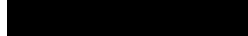
-Danelle Romain & Mike Freese, Representing the Oregon Beer & Wine Distributors Association (OBWDA)

From: [Dan Irvine](#)
To: [OLCC.Communications * OLCC](#)
Subject: Don't increase taxes on alcohol sales!
Date: Friday, September 27, 2024 3:38:39 PM

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

While I broadly support social services to support the most vulnerable in our communities, I'm appalled by the OHA's inability to account for \$72 million in expenditures and I do not support the increased tax revenue from alcohol sales until appropriate accountability and oversight can be maintained to make sure we are spending those tax dollars as intended.

Dan Irvine



Corvallis, OR 97333

From: [Mike Bennett](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments in Opposition
Date: Friday, September 27, 2024 3:54:46 PM
Attachments: [Comments on HB3610.pdf](#)

You don't often get email from mjbennett69@gmail.com. [Learn why this is important](#)

I have attached comments to this email that I'd like entered into the record.

--

Mike Bennett
mjbennett69<at>[gmail.com](mailto:mjbennett69@gmail.com)

Comments on House Bill 3610 The Task Force on Alcohol Pricing and Addiction Services

Hello,

My name is Michael Bennett, I'm a retired brewer. I tell people that and they have thoughts of me standing over a big steaming vat while hoisting a pint of my latest batch. To them, it's all wizardry, drinking, and pulling in wads of cash. That can't be farther from the truth. If you're not the brewmaster or owner, it's a grunt work job. Don't get me wrong it's a great job. Part artistry, part science. But any grunt brewer spends most of their time cleaning and sanitizing equipment. I was a glorified janitor, and I made a janitor's wages. And that's after going to college to learn the art and science of it all. I still have student loans I'll never be able to pay off. In part, because brewing is hard back-breaking work. I can't pay because I "broke" my back in 2 places and of course the janitor's wages. With a broken back, I was useless in a brewery, or most any other job that paid above a minimum wage.

I tell you this because the industry is full of grunts like me. We make an OK living, but the margins are tight in the industry. The price of barley and hops continue to go up and inflation is killing our buying power. Breweries have had to raise prices to compensate and my brewer friends tell me they haven't seen their wages rising to match. These higher prices mean customers are buying less and making the industry as a whole less profitable. Breweries are closing their doors.

Alcohol in Oregon is a multi-billion dollar industry. Adding additional taxes to a pint or bottle of beer will cause more breweries to go out of business when customers can no longer afford their nightly tippie. That may seem like a good idea to some people. They see the effect of ever-increasing taxes on tobacco and see the correlation to fewer smokers. However, the taxation of marijuana has been a failure. Meant to legitimize the industry, the high tax rate only caused many growers to go back to ground. But now, rooting out the illegal from the legal business.

Lastly, I find the whole process behind this bill highly suspect. If I didn't hear of this from a friend, just an hour ago, you wouldn't be reading this. **THREE** days for comments - long after the legislative session has ended, sounds like you're trying to do an end-run around the voters. Taxation without adequate representation has led to revolt before. So have attempts at prohibition. Raising taxes on alcohol may stop some from drinking, but addicts and those who can afford it will continue to seek out and obtain what they need. Oregon may become the land of bootleggers and rumrunners, something this state can hardly afford to tamp down on. It would probably become a laughingstock for the rest of the country.

If you're serious about this, bring it to a vote of the people. I have a feeling the voters will say NO, and you know it too. Otherwise, you wouldn't be trying to do an end-run. Instead, revise the kicker statute. This threshold hasn't been revised since it became law almost 30 years ago. There would be plenty of money if the current kicker could be used to fund this program.

Sincerely,

Michael Bennett

Eugene OR 97402

From: [Richard Leglise](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 4:51:13 PM

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

To whom it may concern,

I am a professional brewer of 13+ years in Oregon and Japan. I am currently navigating the challenges of opening my own brewery in Oregon. Working through the financial picture of the operation has revealed to me just how difficult making it in this industry is today. For this reason, I offer my opinion on the increase in taxes on alcohol proposed by the HB 3610:

After spending the last 5 years brewing in Japan, I got to see first hand how the impact of taxes imposed on alcohol affects the market and consumer choices. Beer in Japan is regularly sold at \$16 per pint in breweries across the country. Despite excitement, funding, and innovation from Japan's craft brewers, the market has been extremely slow and reluctant to adopt the new types of products that have made Oregon beer famous worldwide. The biggest hurdle to the growth of craft beer in Japan is the shelf price. With low wages and high taxes, consumers do not see beer as an affordable way to spend their money like they have in Oregon for so many years.

Upon returning to Oregon last October, I was saddened to find the beer industry in a downturn. Increased costs of raw materials (due to the economic impact of the war in Ukraine, as far as I understand), increased inflation of the US dollar, higher prices of food, gas, & other necessities, and wage stagnation has caused consumers to leave Oregon breweries high and dry. The evidence? We continue to see world renowned Oregon breweries shutting their doors forever over and over again. Although the reasons for closure are many, difficult financial times is a common thread.

More evidence: with over 13 years of experience in the industry, I sought work for over 6 months and could not find an opportunity to match my experience in Oregon's beer industry. Every potential employer I spoke to was worried too much about the next month to be planning for success for the next 5 years. I see this as a symptom of

financial hardship and a consumer base that is unable to support the great breweries of Oregon. Finally, I have achieved my last resort: to try to open my own operation.

The extremely low margins we need to operate on and the lack of local market support means the costs and risks to open a new brewery have increased dramatically. With an industry that is already stagnating and struggling with current market trends, imposing additional taxes on alcoholic beverages will be kicking the beer industry when it's already down. If the goal of the OLCC is to see more world famous Oregon breweries close, this proposed tax will surely accomplish that goal. I fear that further challenges in the beer market will require me leaving the state to find employment in my area of expertise.

Thank you for your hard work on this important issue. Finding ways to fund addictions treatment in Oregon is a noble pursuit to be sure. Our most desperate citizens certainly need help tackling the challenges of substance abuse, and that help comes at a cost. Please do not cover those costs with this proposed tax; I fear that it will cause many Oregonians to lose their jobs and find themselves in the desperate situations this tax is promised to prevent.

If you require additional information or opinion from me on this issue, please do not hesitate to reach out.

Kind regards,

Richard Leglise

From: [S.K](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 4:50:21 PM

You don't often get email from skuenzi107@hotmail.com. [Learn why this is important](#)

Quit raising taxes on alcohol. Period.

The industry is getting killed as it is without taxes being increased.

Find a better way.

From: [Denise Flora](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 4:42:28 PM
Attachments: [Dear HB 3610 Task Force and Oregon Lawmakers - NF.docx](#)

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

Please find my comments below and also attached:

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's wineries and vineyards, which account for over 2600 businesses, 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.

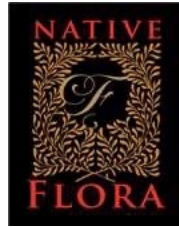
There certainly appears to be adequate funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for \$72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even 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 overall addiction issues, including addressing problem drinkers, and not using funds to discourage drinking among responsible consumers.

The wine industry strongly supports responsible consumption and in fact the industry works hard to ensure adequate education on things like the signs of over consumption, best practices for managing it, etc. The fact is that "abuse or overuse" of MANY things exist in our society, alcohol being one. In fact, obesity is a huge issue facing Americans today and causing exorbitant health issues & costs across our society. It also affects far more citizens than other substances. Why not consider a tax on fast food or those large soft drinks sold throughout the industry and start addressing the broader addiction issue with the **right plans and resources** governing them.

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,



Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's wineries and vineyards, which account for over 2600 businesses, 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.

Respectfully,

Denise Flora
Native Flora

From: [sheri lozano](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 4:37:24 PM

You don't often get email from slozano@me.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,

Kindly,
Sheri

From: [Jeffrey Christian](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 4:29:39 PM

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

Dear HB 3610 Task Force and Oregon Lawmakers,

I am an employee at Columbia Distributing, the largest beverage wholesaler in the Pacific Northwest, and I oppose any proposed tax increase on beer, wine, and cider. These taxes would put undue strain on an industry that has already faced significant difficulties, from supply chain disruptions and ingredient price hikes to labor shortages and closures of local breweries.


The pandemic hit our industry hard, and many businesses are still struggling to recover. Adding more taxes at this moment will hurt these businesses even more, drive consumers away, and risk long-term damage to our local beverage economy.

Oregon's substance abuse issue is important, but raising taxes on alcohol won't solve it. The Oregon Health Authority has shown inefficiency in managing funds for substance use disorder (SUD) programs. With millions of dollars unaccounted for, it's clear that we need a full audit of how current funds are being spent before considering any new tax increases.

Please consider the impact on Oregon's \$17 billion beverage industry and its thousands of workers. I urge you to vote against any tax increase on beer, wine, and cider.

Sincerely,

Jeff Christian


Salem, OR 97301

From: [Diane Simpson](#)
To: [OLCC.Communications * OLCC](#); [Sen Sollman](#)
Cc: [Tony Rynders](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 4:21:03 PM

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

Dear HB 3610 Task Force and Oregon Lawmakers,

My husband and I own a small custom crush facility, winery and vineyard in the Willamette Valley. Our first vintage was in 2008. We appreciate the small producer wine credit and limited taxation by the State of Oregon on the wine that we produce. The limited taxation helps us to be able to provide a living wage to our two full-time employees, competitive wages for our part-time employees and harvest interns.

Over the past few years we have had to navigate how to remain profitable when we couldn't have visitors during the COVID years, a dramatic decrease in visitors and sales due to a struggling economy, smoke taint due to wildfires, major increases in the cost of goods, supply chain issues, an increase in employee related taxes due to measures already passed by the State, such as paid family leave, and the astronomical cost of health insurance.

We need the support of our elected officials to oppose an increase in our taxes, especially to fund programs that appear to already have adequate funding. Shouldn't there be a focus on the fact that the Oregon Health Authority 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, as presented to the task force? That missing \$72 million is twice as much as what the state receives from wine and beer taxes per biennium. How does that even happen that a State agency can't account for \$72 million? The focus should not be on alcohol addiction and prevention of addiction, or discouraging drinking if the agency in charge can't manage already allocated funds.

Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers. 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. In addition, the Oregon Health Authority needs to be held accountable for funds it receives before it receives more, from any source. More importantly those funds need to be distributed in the proper places so that the funds actually make a difference.

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. 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.

My husband and I need the help of our elected officials to oppose a privilege tax increase so that we can stay in business. Businesses that provide a livelihood not only for us and our children but that of our employees and their families. Please keep Oregon a good place to have a small business, especially family owned and operated ones.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same. Thank you for your time and consideration in this matter.

Regards,

Diane Simpson
co-owner Tendril Wine Cellars/Tour de Force Wine Company
diane@tendrilwines.com



Data and some content included in this letter provided by the Oregon Winegrower's Association.

From: [Jess Hardie](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 4:19:03 PM

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

Hello,

Chiming in here as a small business owner in our first year of operations, things are already stretched thin in the beer industry. We're a majority queer/ BIPOC owned brewery that set out to make tabletop gaming more accessible to communities that are historically not welcomed in that space and really just be a neighborhood living room. Not only that but we set out to give a space for craft beer lovers and story tellers alike to be employed here doing what they love while making a living wage. All our team members are paid \$30 plus tips, full benefits (for themselves and family members), PTO, wellness days. This is hard as is, which leads to our owners pay being non existent but hey it's our dream and they are helping make it work, they more than deserve it and we're hoping we'll be able to pay ourselves in our second year of operations *fingers crossed*. Raising the beer tax will not only hurt us in our goals but based on what im seeing, doesn't even tackle the heart of what really needs to change in order to accomplish its proposed goals.

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.

--

Jess Hardie


jess@TPKBrewing.com

From: [Greg Astley](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 4:15:14 PM
Attachments: [image001.png](#)
[9-27-24 - ORLA testimony to HB 3610 Alcohol Task Force.docx](#)

Please find testimony attached to this email for the HB 3610 Task Force on behalf of the Oregon Restaurant & Lodging Association.

Thank you –
Greg Astley

[Greg Astley](#)
Director of Government Affairs

[Oregon Restaurant & Lodging Association](#)

[REDACTED] | Wilsonville | Oregon 97070
Mobile: [REDACTED] | Direct line: [REDACTED] | Main Office:
[REDACTED]
[OregonRLA.org](#) | Facebook: [OregonRLA](#) | LinkedIn: [ORLA](#)



ORLA testimony to Legislative Alcohol Task Force

May 16, 2024

Background

Members of the Task Force, for the record, my name is Greg Astley and I am the Director of Government Affairs for the Oregon Restaurant & Lodging Association. We represent almost 13,000 foodservice and lodging establishments across the state of Oregon. Our industry is the second largest private employer in the state behind health care with approximately 11% of the total workforce in Oregon.

As of December 2023, the Oregon Employment Department reports the Leisure and Hospitality workforce totals 208,700 with a total economic impact of over \$13.8 billion in annual sales for Oregon. 97% of restaurants in Oregon have fewer than 50 employees.

Increased costs

Restaurants are the cornerstones of our communities; it's where people come together to eat, socialize, and enjoy the culture of the community. It's a place to celebrate birthdays and anniversaries, catch up with old friends or make lasting memories with a special someone.

The restaurant and lodging industry remains important for people wanting to enjoy new experiences in Oregon but it is an industry continuing to face real challenges.

Overhead continues to increase across the board whether it's the annual minimum wage hikes and other labor related expenses, rising inflation impacting food, rent, utilities and fuel costs or increasing swipe fees on credit card transactions. Finding employees is still a challenge for many operators who can tell you about the numerous times they have set up interviews to fill positions only to have prospective employees not show up at all.

None of this includes the challenges restaurants and lodging properties face from wildfires, ice storms and continued violence and vandalism against businesses.

Although customer counts and revenue are both up for some restaurants, profits are down. On average, restaurants have a profit margin of approximately 3-5%, meaning 95 cents of every dollar a restaurant takes in goes back into the people, food and place. But the increased costs and inflation have taken a heavy toll on those margins.

Conversations with restaurant owners recently reflect a growing trend: Managers and some tipped employees are taking home more money than owners as they struggle to contain costs and remain in business.

Impact of higher tax on restaurants, hotels

Increasing the tax on alcohol would be another obstacle to overcome for restaurants and lodging properties who serve alcohol to guests.

Visitors come to our great state to enjoy the incredible scenery, the unique attractions and enjoy our world-renowned food and beverages including craft beer, wine, cider and spirits. Oregon's reputation among foodies is well-known and well-deserved.

Adding another, unnecessary tax and expense will impact not only our ability to serve those guests and visitors but will significantly strain already tight budgets and may force some operators to close their doors.

In the last several years we have already lost hundreds of restaurants and lodging properties because of the pandemic and its lasting effects. Those who have managed to stay open are still struggling financially. In some cases, they are still paying off loans taken out to keep employees on the payroll and continue to serve loyal customers.

Already have enough money

We recognize Oregon has a substance use problem. But the solution is not more money, it's planning and prioritizing the care for those impacted by this issue.

Alcohol generates more than \$17 billion in economic activity in Oregon and is still the third largest source of revenue for the state (\$629 million). Yet only 3% of that revenue goes toward funding mental health and drug addiction recovery and treatment. The rest goes to the general fund.

If you want to help those affected by drug and alcohol addiction, you should recommend the legislature reallocate more to prevention, recovery and treatment rather than putting nearly all of it in the general fund.

Hundreds of millions of dollars are already available. We now need to work together to ensure these resources are utilized in a coordinated fashion on evidence-based treatments with accountability from providers.

Oregon's hospitality industry cares about its employees, its guests and the people who run the restaurants and lodging properties in our state, some of whom struggle with substance use and need help.

Instead of threatening their livelihood by increasing taxes on alcohol for money not needed, let's focus on prioritizing putting the money we already have toward proven methods of prevention, treatment and recovery with accountability.

Thank you.

Greg Astley

Director of Government Affairs

Oregon Restaurant & Lodging Association

From: [Janis Pate](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 4:15:12 PM

You don't often get email from janis@arlyn.farm. [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,
Janis Pate
Farmer and owner, Arlyn

Arlyn is a solo-female-founded and owned micro winery that also produces nutrient dense proteins and food for our local community.

From: [Anne Hubatch](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 4:11:58 PM

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

Dear OLCC,

House Bill 3610 would effectively decimate the craft beverage industry in Oregon. The Oregon Wine industry brings in BILLIONS of dollars in tourism revenue to the state every year. But, the industry is struggling. Nationally, wine sales are down over 20%. Many of us are relying more on local sales, and even that is falling short. At Helioterra, we are experiencing a significant downturn in tasting room traffic due to Portland's bad reputation in the media. We are already in a dire situation of survival. This bill would squash our small business oriented industry.

I urge you to PLEASE VOTE NO ON HB 3610.

Thank you for your consideration.


Anne Hubatch



Anne Ebenreiter Hubatch

Proprietor/Winemaker, Helioterra Wines

Wine Enthusiast [Future 40](#) Honoree - 2023

 | anne@helioterrawines.com
helioterrawines.com

 Portland, OR 97214

Thank you for supporting our woman owned and operated business.
Visit us in our tasting room Thursday - Saturdays or by appointment!
Book your private event with us!

From: [Scott Flora](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 4:11:41 PM

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

I'm an owner of two very different wine producing facilities, neither large, nor excessively profitable. For economic reasons alone, I oppose tax increases aimed at the alcohol industry.

But more importantly, the neo-prohibitionist movement in our country is continuing to gain traction with bills and legislation like this. Of stated concern, has been the underlying tenet that alcohol addiction is a leading cause of premature death of Oregonians. I agree. Any addiction, be it alcohol, meth, heroin, plastic surgery, exercise, etc., is usually counterproductive to one's health. So, if the intent is truly to go after industries causing detrimental impact to our populace, let's go after the number one killer in Oregon and the USA - obesity.

Our nation has somehow taken the attitude that food addiction, unhealthy choices and obesity are okay; and that calling out someone as obese is body-shaming. It's not. It's a statement of fact, and the health outcomes of being obese are medically documented. But because food is not seen as a "sin" product, like alcohol, it gets glossed over. There is no organized, local or national group with bad food in its sights.

So, let me make a counterproposal. Let's go after food addiction, unhealthy food choices, industries that pedal fast food, sugar laden drinks, and deep fried anything. That's what we should really be doing if we want to have a significant, impartial and meaningful impact on the health of our state.

I'm willing to bet that if "x" number of people die in Oregon from excessive alcohol consumption, that 5 or 10 times "x" people die from obesity driven disease. So, if the real intent is to protect Oregonians, then let's all go after the number one controllable killer. Let's tax soft drink companies, donut shops, fast food vendors - any business or industry selling nutritionally unhealthy products; they're more profitable, more responsible for skyrocketing healthcare costs, and more damaging to our populace.

But here's the rub. This isn't an impartial evaluation of industries adversely impacting the health of our citizens. It's a targeted attack on the alcohol industry by groups and individuals with a moral prejudice against all things alcohol. So, let's not hide behind false facts or misleading headlines. Let's tackle unhealthy industries supporting unhealthy consumption in a logical fashion. Alcohol isn't number one. It may not even be number two. Once you pass legislation targeting the leading premature killer of Oregonians, you can come talk to me about alcohol taxes and I'll be much more amenable.

-Scott Flora
-Missing Silo Wines
-Flora Vineyards and Winery

From: [Tracy Copeland](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 4:07:27 PM

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

Dear HB 3610 Task Force and Oregon Lawmakers,

I strongly oppose the proposal to increase alcohol taxes in Oregon. Our local beverage industry is grappling with rising costs, supply chain challenges, and labor shortages. Imposing higher taxes now will only further harm an industry that is vital to our economy.

This industry generates more than \$11 billion in economic activity, sustains 100,000 jobs, and provides \$5 billion in wages. Increasing taxes would threaten the livelihoods of many Oregonians who depend on these businesses for their income.

Furthermore, the argument that raising alcohol taxes will combat substance abuse is misguided. The Oregon Health Authority has received substantial funding for addiction services, but its handling of those funds has raised concerns. We need to ensure accountability before considering additional taxes.

I urge you to oppose this tax increase and protect the businesses that make Oregon great.

Sincerely,

Tracy Copeland
Supervisor|Delivery
Columbia Distributing
Lagrange Oregon
[REDACTED] (cell) | Tracy.copeland@coldist.com
www.coldist.com | We're Hiring

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



From: [Ramsey Cox](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 4:02:11 PM

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

Dear HB 3610 Task Force and Oregon Legislators,

Beer, wine, cider and spirits are an essential part of Oregon's economy and identity, creating hundreds of thousands of good-paying jobs and more than \$17 billion in economic activity for the state.

Oregon's breweries, wineries, cideries, distilleries, restaurants, bars and hospitality sector are facing major challenges with record closures rates and reduced sales. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters and a pandemic, these local businesses need the support of lawmakers and the public to survive. The last thing any local business needs are tax increases or dishonest campaigns and coverups from the Oregon Health Authority to vilify an important sector to our state. OHA also cannot account for \$72 million, 7% of its SUD spending from 2021-2023. We should not throw more money at this dysfunctional agency until there is accountability and a third-party audit.

Lawmakers should support Oregon's more than 300 breweries and taprooms, 1,000 wineries, 1,300 vineyards, 70 cideries, 100 distilleries, 10,000 restaurants and bars and the thousands of local farmers and suppliers that serve them by opposing tax increases on these already struggling businesses and customers, like me. I stand with the 74% of Oregonians who oppose increasing taxes on these homegrown businesses. Don't Tax My Drink.

Cheers,
Ramsey Cox

From: [Rick Allen](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 3:55:32 PM

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

I am the founder of Heater Allen Brewing, a small brewer in McMinnville, and still own a portion of the business. I am also a wine lover, and living in McMinnville, I meet and talk to many winemakers. I have many thoughts about this subject, and I have a hard time organizing all of them in a coherent manner, so I think the best thing for me to do is provide a bunch of bullet points on the issues I see.

- The entire beer/wine/cider/seltzer taxation system needs overhauled. Some groups are irrationally favored, while others are punished. If small wine producers, get a break from taxation, maybe small breweries, cideries, etc should get them same benefit.
- Alcohol taxes should have some relationship to the alcohol in the beverage. Currently, a 4% ABV lager is taxed the same as a 9% ABV double IPA. I would think we would want to encourage lower alcohol beverages for those that choose to drink.
- Based on my experience, people with alcohol problems don't drink 4% lagers. They drink 9% double IPAs and fortified wines. In Czechia, most people drink beers with 3.5% to 5% alcohol. Their alcoholism rate is less than half of that in the United States. <https://worldpopulationreview.com/country-rankings/alcoholism-by-country>
- The Privilege Tax is a dumb way to raise revenue. The three-tier multiplier effectively hurts Breweries and consumers without raising nearly as much revenue as a tax at the cash register. Frankly, a tax that somewhat mirrored the current bottle deposit (\$0.10/drink, though I would want to weight it by alcohol "units" – more alcohol in the drink, higher rate) would raise roughly nine times what the current privilege tax does.
- If taxes are exceptionally high, beware of unintended consequences, like people driving to Vancouver to buy beer and wine, or breweries leaving the State (it would probably take us several years, but we would certainly consider leaving), or consumers buying wine on-line from out of state. If wineries are required to pay privilege taxes like breweries, it would badly affect small wineries that rely on direct-to-consumer sales, as they would find themselves priced out of the market. The effect of heavy taxation would be devastating to many industries besides breweries and wineries, including hospitality, the State's second largest industry. Heavy taxation kills small producers - those that make Oregon special. If you look at states with high excise taxes, they have significantly fewer breweries per capita than Oregon. I'm not really interested in living in the West Coast's Alabama!
- Health care appears to be a black hole. It will suck up any and all money that is available, without providing better outcomes than are found in other countries spending significantly less. Maybe they need to rethink how they approach their task, rather than just asking for more money.

I'm happy to flesh out any of these items if you would like.

Cheers!

Richard Allen

From: [Nancy Morrow](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 3:52:30 PM
Attachments: [HB 3610 Comments from Bjornson Vineyard_09-27-2024.docx](#)

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

Please find comments on **HB 3610 Comments** in attached letter. Thank you.

All the best,
Nancy Morrow
General Manager / Wine Club Manager
[REDACTED]

Care for the Land | *Make Exceptional Wine* | Enjoy the Journey



[REDACTED]
Salem, OR 97304

[REDACTED] Tasting Room

<http://bjornsonwine.com/>



September 27, 2024

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.

Our Personal Story: Bjornson Vineyard

As the founders of Bjornson Vineyard, we, Mark and Pattie Bjornson, have dedicated our lives to the Oregon wine industry. Since 2006, we have poured our hearts into cultivating our vineyard in the Eola-Amity Hills AVA. [Our journey began with a dream to create a sustainable vineyard that produces exceptional wines while caring for the land and our community.](#)

Our commitment to sustainable farming and renewable energy, along with our production of wines like Pinot Noir and Chardonnay, has made Bjornson Vineyard a cherished part of the local wine community. We have seen firsthand the impact that our vineyard has on the local economy and the joy it brings to visitors and wine enthusiasts alike.

The Importance of the Oregon Wine Industry

The Oregon wine industry is not just about producing world-class wines; it is a vital part of our state's economy and identity. The industry supports over 50,000 jobs and generates \$8 billion in economic activity annually. It also attracts millions of tourists each year, contributing significantly to local economies and tax bases. The resilience and growth of our wine industry, even in the face of challenges like the pandemic and natural disasters, highlight its importance to Oregon's economic and cultural fabric.

Reallocating Existing 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,

Mark and Pattie Bjornson
Björnson Vineyard

[Redacted]

[Redacted]
Salem, OR 97304

info@bjornsonwine.com
bjornsonwine.com

From: [Kevin Shaw](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 3:51:03 PM
Attachments: [Outlook-xbfhql2q.png](#)

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

Dear HB 3610 Task Force and Oregon Lawmakers,

My name is Kevin Shaw and I am the Director of Production at Buoy Beer Company in Astoria, OR. I have been at Buoy Beer since the company started in 2013 and have been in the craft beer business since 1996. All but 2.5 of those years have been in the state of Oregon. Over that time, I have built a successful career that has allowed me to advance in my position (from entry level production to upper management) and has paid me a real living wage including company paid vision, dental and health insurance that includes access to mental and addictive services that are the focus of the Taskforce.

In my almost 30 years in the craft beer industry, I have seen a lot of ups and downs and right now, we are in a particularly perilous position. In putting together HB 3610 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. Like many other small breweries, Buoy Beer has been hit extremely hard the last few years. We have endured a global pandemic, a natural disaster that destroyed our building, rising component costs, supply chain issues, a shortage of qualified employees just to name a few. Breweries in Oregon already pay more in beer taxes than 75% of other states including our neighboring states. We are struggling to make ends meet and a beer tax increase would force us into a very difficult position and threaten our long-term survival.

Beer is not only a cornerstone of Oregon's economy but also a significant part of our cultural identity. Craft beer is something Oregon is known for and it's something we do exceptionally well. We should be very proud of the industry we have built from the ground up and for the opportunities it has provided me and countless others. The brewers, owners, farmers, front of house staff and numerous more behind this industry, including those at Buoy Beer Co, need your support now more than ever. I am urging you to oppose any proposed beer tax increases on the Oregon beer industry. Our long-term survival as well as many other breweries are depending on it.

Thanks you for your time and all of your hard work on this important issue. It is much appreciated. I am available should you have any questions or need further clarification.

My contact information is listed below and please reach out at any time.

Thanks,
Kevin

Kevin Shaw
Director of Production



[Buoy Beer Company](#)

[Pilot House Distilling](#)

[River Barrel Distributing](#)



From: [Hannah Newell](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 3:36:00 PM

You don't often get email from h.newell@2townsciderhouse.com. [Learn why this is important](#)

Dear HB 3610 Task Force and Oregon Lawmakers,

The Pacific Northwest is home to the majority of America's cideries, thanks to its uniquely fertile environment, which supports an abundance of fruit like apples, pears, and berries. Cider has deep roots in Oregon, standing out as one of the state's original homegrown products. Remarkably, about half of Oregon's 60 cideries are women-owned, reflecting a strong commitment to diversity in the industry. As a woman working in fermentation and having lived across the country, I am deeply grateful for Oregon's rich agricultural offerings and the sense of equity that thrives here.

But Oregon cidermakers 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.

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

Cheers,
Hannah Newell

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From: [Sam DeWitt](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 3:31:05 PM
Attachments: [image001.png](#)
[Letter to OLCC regarding House Bill 3610 2024.09.27.pdf](#)

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

Please find the attached letter from Brewers Association President & CEO Bob Pease on HB 3610.

Please let us know if there's anything else we can provide.



SAM DEWITT

State Government Affairs Director

Brewers Association | [REDACTED] | Boulder, CO 80302

[REDACTED] | [BrewersAssociation.org](#)

#SeekTheSeal. [Learn more about the Independent Craft Brewer Seal.](#)





Letter to OLCC regarding House Bill 3610

Dear HB 3610 Task Force and Oregon Lawmakers,

I write today with regard to House Bill 3610 and the task force appointed to research and implement potential tax increases on alcoholic beverages in the state of Oregon. My name is Bob Pease, President and CEO of the Brewers Association, a 501(c)6 national trade organization committed to promoting and protecting America's craft brewers, their beers, and the growing community of craft beer enthusiasts. I urge you to consider small and independent breweries, one of Oregon's backbone industries, before implementing a tax that will further hinder their ability to grow and succeed in an increasingly challenging marketplace.

Oregon is a leader nationally in the craft beer scene. The entire state has been blessed with skilled and innovative craft brewers who want to share their gifts and passions with the world. These artisans have won respect internationally for their beers and have been pioneers in building the craft beer movement into what it is today.

However, things have gotten rocky both nationally and in Oregon. Since the pandemic, sales are down, taproom visits are down, and supply costs – everything from hops and barley to aluminum and paperboard – are way up. It's no surprise our members feel as if they're under siege, being squeezed from every direction. Unfortunately, HB 3610 and the task force appointed, while having noble goals of rehabilitation services for Oregonians, misses the mark.

For starters, Oregon already taxes craft beer at higher rates than 75% of states in the country, including all its neighboring states, and the state has already sunk money into the problem without a solution, to the tune of nearly \$1 billion since 2021. Instead of adding more taxes to this equation, we believe figuring out where these programs have failed in the past several years should be the priority, both for this task force and for the state.

Additionally, price elasticity affects beer sales acutely, with each 1% of tax added dropping the demand by about 0.59%; a 5% increase would decrease demand by roughly 2.95%. Given the current market climate, any such drop in demand would be a death knell for small and independent craft brewers. These are small, locally owned businesses who employ your constituents with good-paying, good-benefit jobs.

“Overall price inflation and the proliferation of choices within craft, coupled with lots of new competition in beverage alcohol, has clearly made some consumers think about price more in their purchasing decisions,” said Bart Watson, PhD, Brewers Association Chief Economist. “The simple version of those changes is that craft’s elasticity has likely gone up (i.e., price increases lead to bigger drops in demand than they did a few years ago). Brewers seem to inherently know that, which is why craft pricing went up less than overall beer pricing in the past few years, and why beer pricing went up less than overall food and beverage pricing.”

Brewers are cutting their already slim margins to make prices acceptable to consumers, but, at some point, they won’t be able to cut anymore. A significant tax increase will be harmful to their long-term outlook and ability to stay in business and result of more beer enjoyed in Oregon coming from out-of-state sources. Beer is not only a cornerstone of Oregon’s economy but also a significant part of the state’s cultural identity. The brewers, owners, farmers, front of house staff and countless more behind this industry, need your support now more than ever. I urge you to oppose any tax increases on Oregon’s beer industry.

Sincerely,

A handwritten signature in black ink, appearing to read 'Bob Pease', with a stylized, cursive script.

Bob Pease
President & CEO
Brewers Association

From: [Kim Silva](#)
To: [OLCC.Communications * OLCC](#)
Cc: [Christian Chandler](#)
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 4:56:33 PM

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

Dear HB 3610 Task Force and Oregon Lawmakers,

We are the owners of Caelestis Cellars, a micro-winery in Portland, established in 2020. We both work regular day jobs as we struggle to grow our winery into a viable business. We purchase equipment, supplies, and grapes from other small, family-owned Oregon businesses struggling to become viable businesses. Additional unfair taxes will hinder our ability to grow into a stable business that can contribute to our community and the state.

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,
Kim Silva & Christian Chandler
Owners
Caelestis Cellars

[CaelestisCellars.com](https://caelestiscellars.com)

From: [Garrett Dittfurth](#)
To: [OLCC.Communications * OLCC](#)
Subject: HB-3610 Feedback
Date: Friday, September 27, 2024 4:54:06 PM

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

Good day,

As a response to this hare brained proposal I would like to offer feedback. The increase on tax is insane. It will kill many small breweries that help make Oregon Beervana. It will ruin our reputation within the national community and likely force many breweries to close. With that it will cost many well paying, good jobs, that will be impossible to replace as it will force thousands of people to leave the state to seek employment elsewhere.

Raising taxes on this scale will not curb drinking. Instead of drinking native Oregon beer it will force many to drink beer from out of state made by mass breweries. The tax money will just go out of state.

Thank you,

Garrett Dittfurth

Former brewer and cider maker and primary guy who did the taxes and ran finances so I know a little bit about this stuff.

From: [Phil Donovan](#)
To: [OLCC.Communications * OLCC](#)
Subject: Public Comment - Alcohol Pricing Task Force
Date: Friday, September 27, 2024 4:06:14 PM
Attachments: [Public Comment - Task Force on Alcohol Pricing.pdf](#)

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

On behalf of Maletis Beverage, please accept the attached public comments before the 5:00 deadline. Thank you!

Phil Donovan



September 27, 2024

Task Force on Alcohol Pricing
9079 SE McLoughlin Blvd
Portland, OR 97222

Public Comment

To whom it concerns,

Maletis Beverage is a local, family-owned beverage distributor committed to providing the highest quality of service and products. Founded in 1935, Maletis Beverage employs over 500 of the finest people in the beverage industry. We proudly distribute domestic, craft, local and import beers as well as a world-renowned portfolio of cider, wine, champagne, sake, and an extensive portfolio of non-alcoholic products.

We write in opposition to increasing alcohol prices. Beer, wine, spirits and hospitality sectors have faced enormous challenges the past five years - first a pandemic, then employee shortages, and finally massive inflation. Unfortunately the result is that Oregon craft beer, wine and distilled spirit businesses are going out of business at rates we haven't seen in decades and people are losing their livelihoods. The last thing these local businesses and employees need are more government imposed hurdles to overcome.

Oregon is starting to turn a corner. Oregon's leaders are making good investments to clean up our streets, improve housing and grow the economy. Don't derail positive momentum by purposefully hurting an important part of Oregon's economy and identity. Oregon is world renowned for our beer and wine - let's support these sectors and not shoot them in the foot.

Sincerely,

Rob Maletis, Owner
Maletis Beverage

From: [Dana Elliott](#)
To: [OLCC.Communications * OLCC](#)
Subject: Save Our Industry
Date: Friday, September 27, 2024 4:59:40 PM

You don't often get email from d.elliott@2townsciderhouse.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 60 cideries are women-owned businesses.

But Oregon cidermakers 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.

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

Cheers,

Dana

Dana Elliott
2 Towns Ciderhouse

Sent from my iPhone