

Submitter: Valarie Doss
On Behalf Of: Bevel Craft Brewing
Committee: Joint Committee On Addiction and Community Safety
Response
Measure, Appointment or Topic: HB3197

Chair and Members of the Committee,

My name is Valarie Doss, and I am a co-owner of Bevel Craft Brewing, a small craft brewery in Bend, Oregon. I am submitting this testimony in strong opposition to HB 3197, which proposes an 8% sales tax on beer, wine, and cider. This tax would have severe consequences for small businesses like mine, our employees, and the hardworking Oregonians who support the craft beverage industry.

Oregon's craft beer industry is an integral part of our state's economy, culture, and tourism. We are proud to create jobs, support local agriculture, and foster community gathering spaces. However, HB 3197 threatens the livelihood of small breweries like Bevel by imposing an unprecedented financial burden that would ultimately be passed on to consumers. This proposed tax would mark Oregon's first-ever grocery and restaurant sales tax, disproportionately impacting working families and legal-age consumers who responsibly enjoy our products.

Furthermore, the justification for this tax increase is flawed. HB 3197 claims that additional revenue is necessary for youth prevention programs, yet data shows that youth alcohol consumption is at an all-time low. For over two decades, existing prevention programs have been effective in reducing underage drinking rates. Increasing costs on responsible adult consumers under the guise of youth prevention is misleading and unnecessary.

In 2024, Oregon's brewers, winemakers, and cidermakers actively participated in a legislative task force led by Rep. Sanchez to examine alcohol taxation. The task force ultimately declined to recommend a tax increase, and an overwhelming 87.5% of public comments opposed any tax hike. The introduction of HB 3197 directly contradicts the conclusions of this task force and dismisses the voices of Oregon's small business owners and consumers.

It is also critical to highlight the inconsistency in this proposal. HB 3197 targets beer, wine, and cider while exempting hard liquor. This unfairly singles out the craft beer and wine industries, which are already facing economic challenges due to rising costs of ingredients, packaging, and labor. Why should our industry bear the burden of an arbitrary tax increase while distilled spirits remain untouched?

At Bevel Craft Brewing, we work tirelessly to create high-quality craft beer, support

our employees, and contribute to the vibrant culture of Oregon. An 8% sales tax on our products would make it even more difficult to survive in an already competitive market. I urge you to oppose HB 3197 and to support Oregon's craft beverage industry by rejecting this harmful and unnecessary tax.

Thank you for your time and consideration.

Sincerely,
Valarie Doss
Co-owner, Bevel Craft Brewing
Bend, Oregon