

Submitter: Matthew Fair

On Behalf Of:

Committee: Joint Committee On Addiction and Community Safety
Response

Measure, Appointment or Topic: HB3197

The beer and wine industry, which employs 10s of thousands of Oregonians, is already struggling. With sales already down across the industry, an increase in cost due to a new tax would likely kill many already struggling businesses.

One of the main contributing factors for why beer and wine producers are struggling, is because many of the younger generation aren't drinking alcohol. Legal and underage drinking for Gen Z is at an all time low when compared to previous generations, so hurting an entire industry to combat an issue that is already on the decline makes no sense.

I oppose this measure.