

WHAT DOES A CHANGE ALLOWING GROCERY AND CONVENIENCE STORES TO SELL BEER WITH UP TO 4.8% ALCOHOL CONTENT ACTUALLY MEAN?

FACT

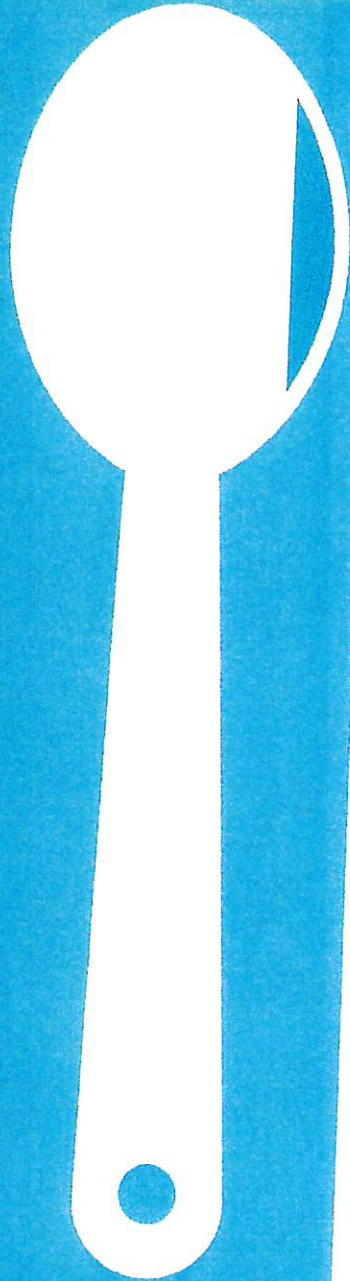
Beer is brewed for taste and not to achieve a specific alcohol content. As a result only a few of the top 75 selling 3.2% beers will be produced at a 4.8% alcohol content level.

FACT

If the change from 3.2% to 4.8% was enacted into law, those beers that are produced at the full 4.8% alcohol content will contain less than 1/2 of a tablespoon of additional alcohol per 12 oz. serving.

FACT

If the change from 3.2% to 4.8% was enacted into law, the average alcohol content of the top 75 selling 3.2% beers would increase less than 1/10 of a tablespoon per 12 oz. serving.



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Responsible Beer Choice Coalition



To support this change
Text **"BEER"**
to: **91990**

By texting BEER to 91990, you agree to receive text messages from Responsible Beer Choice Coalition. Text message and data rates may apply. You can opt out by replying STOP to 91990.

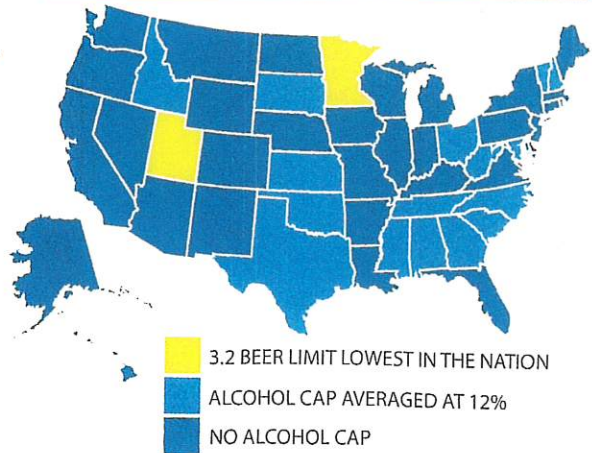
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NEEDED CLARIFICATIONS ABOUT INCREASING THE BEER CAP SOLD IN UTAH GROCERY AND CONVENIENCE STORES

This change means that alcohol in beer will increase drastically.

This statement demonstrates a fundamental misunderstanding of beer. Beer is brewed for taste and not to achieve a specific alcohol content. Much like cookie varieties use similar ingredients, but in different ratios to create different types of cookies with different calorie outcomes. Not every beer will increase to the maximum allowed under SB132. At the very most, it will only increase .05 fl oz per 12 oz can of beer. Even with the increase, Utah will still be among the most strict in the nation in alcohol allowed to be sold in grocery and convenience stores.



Keeping 3.2 beer means less access of alcohol to minors.

Since it would still be illegal for minors to purchase beer, it would not be any more accessible to minors than it is now. Stores would be required to continue the same age verification process they do right now. None of the current penalties for minors in possession or adults knowingly providing alcohol to minors would change with SB132. However, an unexpected consequence of the current state law on 3.2 beer is that lack of national demand for 3.2 beer is forcing brewers to sell in larger packages and reducing, and even eliminating smaller packages, due to expiration date issues. Consumers are now forced to buy larger packages.

After increasing the amount of alcohol in beer, all beers will go up the higher limit.

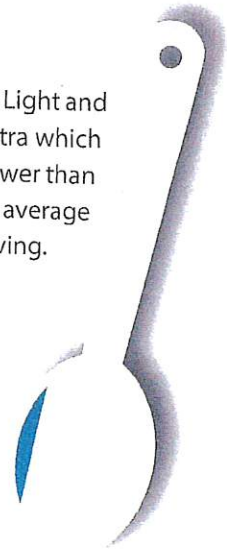
Many common beers sold across the country are slightly higher than Utah's 3.2 limit. For example Coors Light and Miller Lite sold nationally are normally 3.4% ABW, another example is another popular beer: Corona Extra which contains 3.7% ABW. So the simple answer is no, brewers already brew normal strength recipes that are lower than 4.8% ABW but above the current 3.2% cap. If the change from 3.2% to 4.8% was enacted into law, the average alcohol content of the top 75 selling beers would increase less than 1/10 of a tablespoon per 12 oz. serving.

The products leaving the market will be covered by local brewers or other products.

Utahns consume about 34 million gallons of beer purchased in grocery and convenience stores last year. Only about 2 million gallons of beer is sold in state liquor stores. At the grocery and convenience store level, small brewers only have 8% of the market share. That means that roughly 2.7 million gallons of beer come from local brewers. 31.3 million gallons come from national brewers. There is no way small brewers could in the short or medium term ramp up production to produce 31.3 million gallons of additional beer. And then there is the question of whether customers would buy that much locally produced beer when they are currently showing a preference for national and regional brands at a much higher rate.

This increase, especially because Utah DUI laws, will increase the number of DUIs.

No one should drink and drive. That being said, a wide range of alcoholic products are currently legal and available in Utah. Most with MUCH higher content than 4.8 beer. Wine and spirits alcohol content significantly exceeds that of 4.8 beer and keeping the 3.2 cap means that most beers will have to be purchased at liquor stores where consumers have un-capped alcohol options, and in many cases, for cheaper prices. This change is about consumer choice at the retail level. The Responsible Beer Choice Coalition supports keeping Utah's tough new DUI law.



75 of the best selling beers would increase less than 1/10 of the tablespoon of alcohol per 12 oz. of serving.

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State by State Alcohol Availability in Grocery and Convenience Stores

State	Alcohol in Grocery Stores	Beer	Wine	Cider	Liquor	Notes/Details	Beer ABV Limit	Notes
Alabama	Beer and wine	x	x	x		Beer and wine sold in grocery stores	13.9% ABV	
Alaska	No*					*Many grocery stores have separate areas that sell all forms of alcoholic beverages	No cap	
Arizona	Beer, wine and liquor	x	x	x	x	All types of alcohol sold in the grocery stores	No cap	
Arkansas	Beer and wine	x	x	x		Beer and wine sold in grocery stores	No cap	
California	Beer, wine and liquor	x	x	x	x	All types of alcohol sold in the grocery stores	No cap	
Colorado	Beer and wine	x	x	x		Beer and wine sold in grocery stores	No cap	
Connecticut	Beer	x				Beer is sold in the grocery stores	No cap	
Delaware	None					All alcohol sold in ABC stores	No cap	
Florida	Beer and wine	x	x	x		Beer and wine sold in grocery stores	No cap	
Georgia	Beer and wine	x	x	x		Beer and wine sold in grocery stores	14% ABV	
Hawaii	Beer, wine and liquor	x	x	x	x	All types of alcohol sold in the grocery stores	No cap	
Idaho	Beer and wine	x	x	x		Beer and wine sold in grocery stores	16% ABV	
Illinois	Beer and wine	x	x	x	x	All types of alcohol sold in the grocery stores	No cap	
Indiana	Beer, wine and liquor	x	x	x	x	All types of alcohol sold in the grocery stores	No cap	
Iowa	Beer, wine and liquor	x	x	x	x	All types of alcohol sold in the grocery stores	No cap	
Kansas	Beer	x				Beer under 6% ABV will be sold in grocery stores in 2019	6% ABV	
Kentucky	Beer	x				Beer is sold in the grocery stores	No cap	
Louisiana	Beer, wine and liquor	x	x	x	x	All types of alcohol sold in the grocery stores	No cap	
Maine	Beer, wine and liquor	x	x	x	x	All types of alcohol sold in the grocery stores	No cap	
Maryland						The sale of alcohol at grocery and convenience stores varies by county.		
Massachusetts	Beer, wine and liquor	x	x	x	x	All types of alcohol sold in the grocery stores	No cap	
Michigan	Beer, wine and liquor	x	x	x	x	All types of alcohol sold in the grocery stores	No cap	
Minnesota	Beer	x				3.2% beer is sold in grocery stores; production line beer in liquor stores; Only 2% of beer sold is 3.2% ABW. There are more liquor stores than 3.2% outlets, so very different situation than Utah.	4.0% ABV*	* only 2% of beer sold is 4.0% ABV. 98% of beer sales in MN are production line strength
Mississippi	Beer	x				Beer under 8% ABW is sold in the grocery stores	10% ABV	
Missouri	Beer, wine and liquor	x	x	x	x	All types of alcohol sold in the grocery stores	No cap	
Montana	Beer and wine	x	x	x		Beer and wine sold in grocery stores	No cap	
Nebraska	Beer, wine and liquor	x	x	x	x	All types of alcohol sold in the grocery stores	No cap	
Nevada	Beer, wine and liquor	x	x	x	x	All types of alcohol sold in the grocery stores	No cap	
New Hampshire	Beer and wine	x	x	x		Beer and wine sold in grocery stores	14% ABV	
New Jersey	Beer and wine	x	x			Beer and wine sold in grocery stores	No cap	
New Mexico	Beer, wine and liquor	x	x	x	x	All types of alcohol sold in the grocery stores	No cap	
New York	Beer	x				Beer is sold in the grocery stores	No cap	
North Carolina	Beer and wine	x	x	x		Beer and wine sold in grocery stores	15% ABV	
North Dakota	No*					Grocery stores, gas stations, and supermarkets may carry all forms of liquor, but only if the liquor is rung up in a separate enclosed part of the store.	No cap	
Ohio	Beer and wine	x	x	x		Beer and wine and "diluted spirits" sold in grocery stores	12% ABV	
Oklahoma	Beer and wine	x	x			Beer and wine sold in grocery stores in Oct 2018	8.99% ABV	
Oregon	Beer and wine	x	x	x		Beer and wine sold in grocery stores	No cap	
Pennsylvania	Beer and wine	x	x	x		Beer and wine sold in grocery stores	No cap	
Rhode Island	None					All alcohol sold in ABC stores	No cap	
South Carolina	Beer and wine	x	x	x		Beer and wine sold in grocery stores	17.5% ABV	
South Dakota	Beer, wine and liquor	x	x	x	x	All types of alcohol sold in the grocery stores	14% ABV	
Tennessee	Beer and wine	x	x	x		Beer and wine sold in grocery stores	10.1% ABV	
Texas	Beer and wine	x	x	x		Beer and wine sold in grocery stores	15.5% ABV	
Vermont	Beer and wine	x	x	x		Beer and wine sold in grocery stores	16% ABV	
Virginia	Beer and wine	x	x			Beer and wine sold in grocery stores	No cap	
Washington	Beer, wine and liquor	x	x	x	x	All types of alcohol sold in the grocery stores	No cap	
West Virginia	Beer and wine	x	x	x		Beer and wine sold in grocery stores	12% ABV	
Wisconsin	Beer, wine and liquor	x	x	x	x	All types of alcohol sold in the grocery stores	No cap	
Wyoming	Beer, wine and liquor	x	x	x	x	All types of alcohol sold in the grocery stores	No cap	

Summary

Number of states with no cap on beer	32
Number of states with a cap on beer	18
States that have a cap amount**	12.4 % ABV or 9.8% ABW

*Does not include Utah

Discontinued 3.2 Beer SKUs in Utah 10/1/2018 to 12/13/2018- Oklahoma Phase Out * Updated 1/30/2018

Brand	Package Size	Type
Ballast Point Even Keel		
Best Damn Hard Rootbeer	6 Pack	12 oz Bottles
Best Damn Hard Tea Original	6 Pack	12 oz Bottles
Best Damn Hard Tea Peach	6 Pack	12 oz Bottles
Bud Light	20 Pack	16 oz Cans
Bud Light	Single	32 oz Bottle
Bud Light Platinum	6 Pack	Bottles
Bud Light Platinum	12 Pack	Bottles
Bud Select	12 Pack	Bottles
Budweiser	24 Pack	12 oz Cans
Budweiser	6 Pack	12 oz Cans
Budweiser	20 Pack	16 oz Cans
Budweiser	Single	32 oz Bottle
Budweiser	12 Pack	16 oz Cans
Budweiser	6 Pack	16 oz Cans
Budweiser Chelada	4 Pack	16 oz Cans
Busch	Single	32 oz Bottle
Busch	18 Pack	16 oz Cans
Busch Light	4 Pack	16 oz Cans
Busch Light	18 Pack	16 oz Cans
Bours	9 Pack	
Bours	12 Pack	Cans
Bours Light	24 Pack	Bottles
Bours Light	18 Pack	Bottles
Brona	6 Pack	Bottles
Bunnings	12 Pack	Bottles
Brewery's Hard Soda Grape	6 Pack	
Brewery's Hard Soda Orange	6 Pack	
Brewery's Hard Sparkling Lemon	6 Pack	
Burricane	12 Pack	12 oz Cans
Beystone Light	19 Pack	Cans
Bullians	6 Pack	Bottles
Bandshark	12 Pack	Bottles
Bandshark	6 Pack	Bottles
Beinenkugel's Grapefruit Shandy	6 Pack	
Beinenkugel's Shandy	12 Pack	Cans
Beichelob Amerbock	6 Pack	12 oz Bottles
Beiller High Life	6 Pack	Bottles
Beiller Light	18 Pack	Bottles
Beilwaukee's Best Ice	15 Pack	Cans
Beodelo	6 Pack	Bottles
Beodelo	Single	24oz Can
Beatural Light	12 Pack	12 oz Bottles
Beatural Light	6 Pack	12 oz Bottles
Beainier	6 Pack	16 oz Cans
Beainier	12 Pack	12 oz Cans
Beedd's Apple Ale	12 Pack	Cans
Beedd's Blueberry Ale	4 Pack	16 oz Bottles
Beedd's Raspberry Ale	12 Pack	
Beedd's Raspberry Ale	4 Pack	16 oz Bottles
Beolling Rock	6 Pack	16 oz Bottles
Beolling Rock	6 Pack	12 oz Bottles
Beock Top	6 Pack	12 oz Bottles
Beock Top Lemon	6 Pack	12 oz Bottles
Beock Top Pumpkin	6 Pack	12 oz Bottles
Beock Top apple	6 Pack	12 oz Bottles
Beocate	6 Pack	Cans
Beocate	12 Pack	Bottles

Memorandum from Utah Craft Brewers in support of Senate Bill 132

The undersigned small and diverse Utah craft breweries support the passage of SB 132, which changes Utah's definition of beer from a beverage containing 3.2% alcohol by weight, to 4.8% alcohol by weight.

Support for the passage of this bill is outlined in the following points:

1. SB 132 is a consumer-choice bill. Allowing a wider variety of beer to be sold in grocery stores and convenience stores will help to sever a long-time, state-protected monopoly that some brewers enjoyed in the market.
2. On a daily basis, Utah brewers are forced to defend their beer against those who believe Utah's beer in its current state is not "real" beer, or "good" beer. Passage of SB 132 will go some distance toward dispelling these myths and bringing Utah's alcohol policy into alignment with other states.
3. Passage of SB 132 will allow brewers in Utah to brew a wider variety of beer styles, and serve those beers in a wider variety of outlets, including on draft--the most environmentally-friendly way to dispense beer.
4. SB 132 is the most progressive liquor policy change in nearly a century. We stand with many of our craft-brewing peers in desiring higher alcohol--higher even than 4.8% alcohol by weight--in beer. However, if the appetite of the Utah Legislature is to raise alcohol in beer by any ratio, we believe that a rise from 3.2% alcohol by weight to 4.8% is a responsible and applaudable action.

Thank you for your time and consideration. Please support craft beer, agriculture, manufacturing and small businesses in the Beehive State by voting for SB 132.

Fisher Brewing Company - Company Contact: Colby Frazier 801-518-3147

Fisher Brewing company is a small, employee-owned brewery with an onsite taproom which focuses on fresh beer on draft and a rotating cast of food trucks at their brewery in the Granary district of Salt Lake City.

Desert Edge Pub and Brewery - Company Contact: Chad Krusell 801-859-5483

Desert Edge Pub is a long-time fixture in the Utah craft brewery landscape providing house made beers and meals made from scratch at their brewpub located in historic Trolley Square near downtown Salt Lake City.

2 Row Brewing Company - Company Contact: Brian Coleman 801-580-3687

2 Row Brewing company is a family-owned production brewery based in Midvale which is focused on the production of high quality craft beers which are distributed to bars and restaurants throughout the state as well as grocery stores and state liquor stores.