

TESTIMONY

TO: The Honorable Steve Brunk, Chair
And Members of the House Federal and State Affairs Committee

FROM: Whitney Damron
On behalf of the Distilled Spirits Council of the United States

RE: SB 269 - An Act concerning alcoholic beverages; relating to retailer
licenses offering alcoholic liquor sampling.

DATE: March 8, 2012

Good afternoon Chairman Brunk and Members of the Committee:

I am Whitney Damron and I appear before you today in support of SB 269 as adopted by the Senate on behalf of the Distilled Spirits Council of the United States (DISCUS). DISCUS is the national trade association representing the manufacturers and marketers of distilled spirits.

There are currently more than 5,000 brands of distilled spirits products on the market in the United States and hundreds of new brands introduced every year. Product tastings provide an opportunity for a consumer to sample and compare spirits in a controlled atmosphere and then decide whether the product merits their investment into the cost of an entire bottle or ordering a drink at a bar or restaurant at a later date.

Currently 43 states allow for some form of distilled spirits tasting. DISCUS believes tastings can be conducted in a responsible manner in licensed establishments that will be helpful to consumers and provide an opportunity for evaluation and comparison of products not currently available today.

Attached to my testimony is a map of states identifying which ones currently allow for some form of tastings and which ones do not.

Finally, I would note DISCUS has a long history of supporting industry responsibility initiatives, including efforts to prevent youth access and social hosting, college and university education programs, support of an industry Code of Conduct for marketing and sales; and related programs to discourage abuse and prevent illegal use of alcohol products.

DISCUS believes tastings of its member's products can and will be conducted in a responsible manner and asks for your support of SB269.

For more information on DISCUS, including its Industry Responsibility initiatives, I would direct you to their website: www.discus.org

Thank you.

Whitney Damron

919 South Kansas Avenue ■ Topeka, Kan

(785) 354-1354 (O) ■ (785) 354-8092 (F) ■ (785) 224-6666 (M)

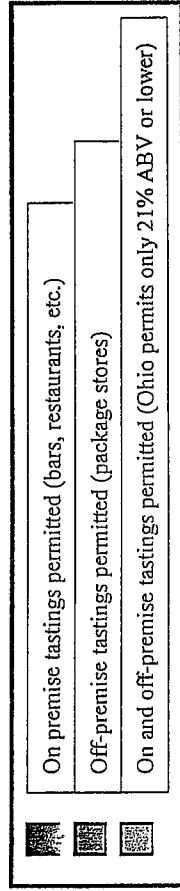
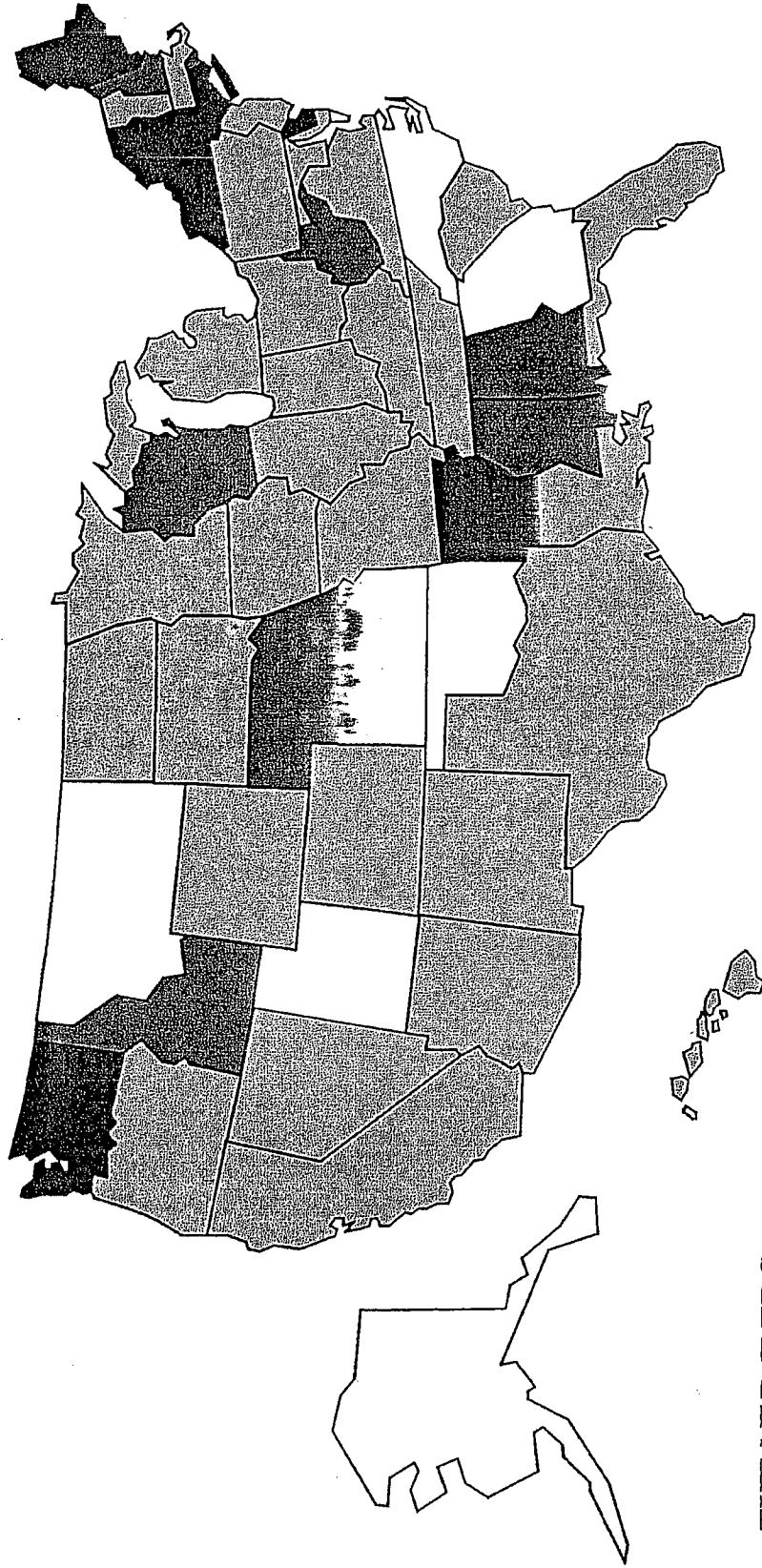
www.wbdpa.com ■ wbdamron@aol.com

House Federal & State Affairs

Date: 3-08-12

Attachment # 2

States Allowing Consumer Tastings of Distilled Spirits



THE NUMBERS:

- 43 have some form (on/off)
- 37 on-premise
- 35 off-premise
- 29 both on- and off-premise
- 7 have no spirits tastings
 - AK, GA, KS, NC, MT, OK and UT

2-2