



CORPORATE OFFICE

PO BOX 240
660 RIVERSIDE DRIVE
HOOD RIVER, OR 97031
P 541.386.1588
F 541.386.2520
HRDSPIRITS.COM

**Testimony submitted to the
Joint Ways & Means Subcommittee on Transportation & Economic Development
In Support of HB 5023—OLCC Budget
March 21, 2013**

Submitted on behalf of Hood River Distillers by: Hasina E. Squires

Thank you for the opportunity to submit written testimony in support of HB 5023 (OLCC's Budget). Hood River Distillers (HRD), a company established in 1934, is Oregon's oldest importer and producer of distilled spirits. Currently when you see a bottle with an HRD label it is a Hood River Distillers product. Currently, one out of every five bottles sold in Oregon is an HRD brand bottle. In addition, Hood River Distillers also markets under approximately forty labels of Monarch products. Many of you are familiar with our wildly popular canadian blend whisky (Pendleton).

As you know the OLCC is the state's largest retailing and wholesaling operation that exceeds anything the state attempts to offer in other venues thereby making OLCC unique agency. OLCC's distilled spirits sales not only contribute to the State's general fund but, provides essential funding for cities and counties; sales also fund all enforcement and regulatory operations of the agency. While the beer and wine tax is also distributed to the State's general fund and is distributed to cities and counties, profits from the sale of distilled spirits is responsible for funding everything at the OLCC's Milwaukie headquarters including warehouse operations.

How we operate that system affects not only the ability of the Legislature to appropriate funds for general government purposes, but it also effects how OLCC reaches its goal of reducing underage drinking and eliminating sales to visibly intoxicated individuals.

HRD supports HB 5023. OLCC is a critical component to the company's success and ability. The agency ensures that small, local brands receive the same consideration as large national and international brands; this provides a level playing field for local companies to compete with out-of-market brands. As a result, this helps ensure jobs and income for local residents while protecting local liquor storeowners and small Oregon-based companies such as Hood River Distillers. This allows businesses, such as Hood River Distillers, a local independent company with a long history in Oregon, to operate in a rural area of the state and provide much needed jobs and economic benefit. This directly ties to the state's goals of attracting, keeping and fostering business in Oregon.

Thank you again for the opportunity to express HRD 's support for OLCC's budget.

