

# ROGUE

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Chair Senator Roblan, Vice-Chair Senator Baertschiger, Jr., and members of the committee.

My name is John Maier. I am the Brewmaster for Rogue Ales and Spirits of Newport, Oregon. Thank for the opportunity to speak on something near and dear to my heart.

Better known as Brewer's Yeast, *Saccharomyces Cerevisiae* has fired the imaginations of Oregonians over three centuries; Oregonians like Henry Weinhard, whose world famous lagers eased the lives of Portland's workingmen and helped create our state's beer culture.

Oregonians like Dick Erath, Calvert Knudsen, Susan and Bill Blosser, Dick and Nancy Ponzi – who saw dreams of viniculture greatness where others saw decrepit fruit orchards and empty hillsides.

Oregonians like Rob and Kurt Widmer, Mike and Brian McMenamin, who fought against homogenized bland beers – and won. Today, Oregon has 169 craft breweries in 61 towns and cities, providing jobs for 56-hundred citizens and contributing 2.4 billion dollars to the state's economy.

Thanks to yeast, Oregon is the center of the burgeoning craft spirits movement in America. Oregon-made whiskeys, rum, gins and vodkas are winning awards for flavor and quality around the world. The Great American Distillers' Festival attracts quality distillers from around the United States and is held annually in Portland.

Yeast is what allows us to create such an amazing variety of craft beers, spirits and wines. There are lager yeasts, ale yeasts, lambic yeasts, mead yeasts, champagne yeast, and burgundy yeast. Some strains give British Ales their dryness and crispness, while others bring out the malty and fruity flavors of a classic Northwest Ale. There are yeast strains just for spirits.

Oregon is home to a world famous creator of yeast, Wyeast Labs, located in the beautiful Columbia River Gorge outside of Hood River, Oregon. Wyeast helped Rogue Ales craft our proprietary Pacman yeast and we are proud of our 25-year association with them.

Our craft beers, artisan spirits and great wines are why other places want to be like Oregon. But even the most imaginative brewer, vintner or distiller would be rendered silent without *Saccharomyces Cerevisiae*.

And so I conclude with something I learned long ago. Although it is the brewer who makes wort, it is yeast that transforms it into beer.

I urge this committee to approve HCR 12. Thank you for your time and attention.

Sincerely,



John Maier