

From the Desk of  
**Rep. Jim Thompson**



OREGON  
WINEGROWERS  
ASSOCIATION

# Please Support HB 2443A

From the Desk of  
**Representative Paul Holvey**



The Oregon Winegrowers Association (OWA) asks you to support HB 2443A, the Oregon wine industry's "Wine Growlers" bill. This legislation is important to OWA and the wine industry.

- It is a new and innovative way to market Oregon wines, especially wines coming from small wineries that don't enjoy the distribution means enjoyed by larger wineries.
- It shows that the Oregon wine industry is focused on environmental sustainability by allowing wine to be sold to consumers in refillable containers that come from reusable kegs.
- It shows that Oregon is a leader in promoting its wine industry. We'd be the first state in the country to allow the sale of wine growlers at a broad array of OLCC license types ranging from wineries, to restaurants, to grocery stores and other retailers.

More Oregon wineries are packaging wine in kegs rather than the conventional glass bottle. This allows wine to be served by the glass at restaurants, or other retail establishments, or dispensed in a refillable growler. Beer growlers have been popular for some time. This bill makes the law consistent by allowing wine, cider and beer growlers to be dispensed and sold by the same OLCC licensees.

This bill includes safeguards, including requiring staff filling growlers to have a valid OLCC service permit.

The Oregon wine industry makes an important contribution to the Oregon economy and landscape. Oregon's 900 vineyards and 450 wineries have a combined economic impact of more than \$2.7 billion annually, supporting around 13,000 jobs.

The Oregon wine industry nearly doubled between 2005 and 2011 despite the worst consumer recession in its history. It represents one of the state's most important strategic agricultural industries and the wine industry also is a key driver of tourism in the state. Oregon's reputation for producing a high-quality, sustainable product is growing.

Even with this success, the industry is always on the lookout for new and unique ways to market, promote and sell our premium wines. Passage of HB 2443 ensures that our wine industry stays on the leading edge of green marketing and sales. We ask you to support HB 2443. Thank you.

