



April 3, 2017

OLCC Budget

Good Afternoon. My Name is Rob Douglas, I am here today representing the Oregon Soft Drink Association (our Bottler Day in the Capitol is Wednesday in the Galleria) and also representing DIAGEO (brands include Crown Royal, Johnnie Walker, Baileys, Ketel One, Don Julio, Guinness Beer, and many others).

Saturday April 1 marked the day Oregon's Bottle Bill Refund value increased from 5 cents to 10 cents. The activity Friday at South Salem's Redemption Center was noticeably light. The activity Sunday Afternoon was very, very heavy.

The transition for our labeling process could have been chaotic but under the current Liquor Commission and Staff it was not! I especially want to note the assistance of Becky Voelkel, Bottle Bill Compliance Specialist and Jesse Sweet, Senior Policy Advisor.

The OLCC has been responsive, innovative in its administrative procedures and is providing excellent customer service.

On the distilled spirits side, OLCC has started a process for retail expansion that is long overdue. Retail per population continues to lag our neighboring states (including Utah). This process must be sped up if OLCC is going to continuously provide the revenue needed to keep Oregon moving forward in this time of budget uncertainty. To that end, I urge this Committee to specifically fund the IT modernization request.

Thank you for your attention.

Rob Douglas