



NEW DEAL DISTILLERY, LLC

900 SE Salmon Street | Portland, Oregon | 97214
503-234-2513 | tom@newdealdistillery.com
NEWDEALDISTILLERY.COM

Dear Legislators,

I'm writing in support of HB2976, the bill to create an Oregon Spirits Board.

I founded New Deal Distillery in Portland, Oregon in 2004. At this time, only 15 or 20 craft distilleries existed in the entire United States. Oregon was well represented in the early days of craft distilleries. Our colleagues in that year included stalwarts such as Clear Creek, House Spirits (now Westward Whiskey), McMenamins Edgefield, and Bend Distillery.

New Deal now distills and bottles around 10,000 9-liter cases per year of craft spirit, and employs around 10 full-time equivalents. We have one of the largest portfolios of craft spirits in the state, producing spirits from vodkas, to gins, liqueurs, amaros, brandies, ready-to-drink cocktails, rums, and whiskies. We sell outside of Oregon in Washington, California, Utah, Arizona, Nevada, Illinois, Baltimore/DC and Shanghai.

I'm proud to have grown organically, and kept New Deal a family-run business. I'm also proud that we make beautiful spirits from Oregon agricultural products. We produce a true grain-to-glass vodka, with wheat and rye grown in Eastern Oregon, and milled at Camas Country Mill. We produce an award-winning Pear Brandy in the classic European tradition with Bartlett pears grown at the Pereday Orchard in Hood River. Our bourbon is made with corn grown by a family farmer in the Willamette Valley. We distill cider from local cider makers, and brandy from local wine makers.

We purchase equipment from local vendors, including mash tanks, mixing tanks, and fruit conveyors. When an employee wanted to start their own whiskey label, we supported them, and are incubating their product under our roof, so they can build their own future. I believe distilleries are multipliers for the local economy. We bring in tourism, we support other business, we invest in the future of Oregon.

I started in Oregon because this is my home. And it's a place with a cooperative and supportive craft business community which mutually supports each other. This was the secret of success to the Oregon wine industry – who as a group learned together to make world-class wine. The brewers use the same ethos of cooperation to develop one of the most successful

industries in the state. The distilleries are following their footsteps of both Oregon wine and beer. We understand that in the national and international marketplaces, helping each other build world class products and tell the Oregon story is key to our individual success.

Our goal at New Deal is to keep growing our stocks of whiskey, apple brandy, and other aged fruit spirits (which all require years of time in barrel), to support growth nationwide over the next 10 years. To be successful at this, Oregon whiskey and spirits as a category need to be recognized a world-class, like Oregon wine and beer. I believe the Oregon Spirit Board is a vital piece of the puzzle to make this happen. As the Oregon Wine Board did for our wine industry, the Oregon Spirit Board can do for our craft spirits, helping create outside markets that bring dollars into the state, and prosperity for our businesses.

Please support HB2976 and give Oregon distilleries the tools they need to grow for the next 20 years.

Thank you

Tom Burkleaux
Owner and Head Distillery
New Deal Distillery
Portland, Oregon