

Senator Russell S. Kokubun, Chair  
Senator David Y. Ige, Vice-Chair  
Committee on Commerce, Consumer Protection, and Affordable Housing

Shannon Ball  
Wine The Experience  
1016 Kapahulu Ave., Suite 1, Honolulu, HI, 96816  
808-738-0738

Thursday, January 31, 2008

Support of SB 2169, Relating to Liquor Licenses

Wine The Experience is a locally-owned and operated small business, where people can create their own personalized, custom-labelled bottles of wine. We are a federally licensed and bonded winery, able to produce wines for on-site and off-site use. We strongly support S.B. No. 2169, Relating to Liquor Licenses, which would establish a new winery class of liquor license.

This type of license is not currently defined by the current license classes of H.R.S. 281-31. The current definitions limit the scope of how a traditional winery would operate, where you could visit for tastings, find your favorites at the market, or pick up a few bottles directly. This bill would thus allow a business or organization that is federally allowed to produce wine, to be able to do so as a fully licensed entity on the state & county level. This entity would then fall under the auspices of and be regulated by the liquor commission.

It would create an additional source of revenue for the state, from both licensing fees and from tax revenue from the wholesale and retail sale of wines that are locally manufactured & bottled in Hawai'i. It would allow a small local business, such as us, to create and market a locally produced product that could then be more broadly and widely available. It could also allow the development of a local artisanal honey wine, mead, sourcing from and supporting a local agricultural industry.

Also, several years ago, there was a precedence set by the creation of a "Class 14 - Brewpub License". (2004 Legislative Session; SB2606) The language there, save for the specific use of the terms "malt beverages" and "beer", thoroughly and perfectly defines how a winery would be licensed to operate, if those words were substituted with "wine". This simple substitution is basically all that is proposed within this bill.

Thank you very much for this opportunity to testify.

Sincerely,  
Shannon Ball

# LATE TESTIMONY

Senator Russell S. Kokubun, Chair  
Senator David Y. Ige, Vice-Chair  
Committee on Commerce, Consumer Protection, and Affordable  
Housing

Khan Lau  
2222 Citron St. 1402  
Honolulu, HI 96826

Thursday, January 31, 2008

Support of SB 2169, Relating to Liquor Licenses

Dear Senator Kokubun and Senator Ige,

As a consumer who enjoys "boutique" or "one of a kind products", I have been a fan of the local "brew pub". It's personalized character and it's ability to produce a product that is unique to the region is something our local wineries should also be able to do.

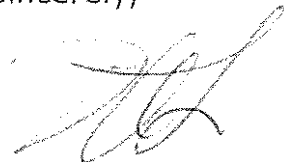
As citizen I recognize that it would create an additional source of revenue for the state, from both licensing fees and from tax revenue from the sale of wines that are manufactured & bottled locally.

As a small business person I realize it would allow a small business to create and market a Hawaii produced product that could then be more widely available.

Because SB 2169 does all of these things I strongly support S.B. No. 2169, Relating to Liquor Licenses, which would establish a new winery class of liquor license.

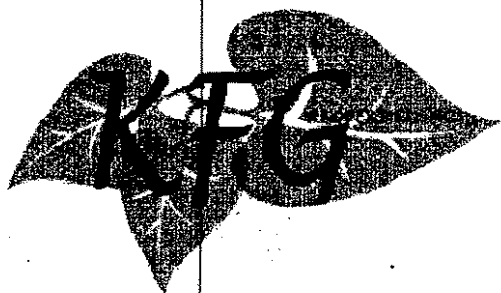
Thank you very much for this opportunity to testify.

Sincerely,



Dr. Khan Lau  
Drs. Au & Lau Optometrists

LATE



**KFG Properties, Inc.**  
909 Lehua Ave. 2nd Floor  
Pearl City, HI 96782  
456-8188 office/454-2422 fax  
www.kfgpropertiesinc.com

Thursday, January 31, 2008

**Frances T. Gendrano**  
Realtor, Broker In Charge  
KFG Properties, Inc.  
909 Lehua Ave. 2<sup>nd</sup> Floor  
Pearl City, HI 96782

**Senator Russell S. Kokubun, Chair**  
**Senator David Y. Ige, Vice-Chair**  
Committee on Commerce, Consumer Protection, and Affordable Housing

**RE: Support of SB 2169, Relating to Liquor Licenses**

Dear Sirs:

We strongly support S.B. No. 2169, Relating to Liquor Licenses, which would establish a new winery class of liquor license. I am a supportive patron of Wine The Experience, a locally-owned and operated small business, where people can create their own personalized, custom-labelled bottles of wine. This type of license is not currently available for a local business such as theirs, and limits their ability to fully functionally operate as a winery.

I enjoy these establishments, where I make wines as both gifts for clients and for personal use. I can only enjoy wines that are low in sulfites, and I am very happy because Wine The Experience is one of the few sources for getting such wines. They are currently limited in terms of how a traditional winery would operate, where you could visit for tastings, find your favorites at the market, or pick up a few bottles directly. I would love to be able to go there & just get a few of my favorite bottles of wine! This bill would thus allow a business that is federally allowed to produce wine, to be able to do so as a fully licensed entity on the state & county level.

I recognize that it would also create an additional source of revenue for the state, from both licensing fees and from tax revenue from the wholesale and retail sale of wines that are locally manufactured & bottled in Hawai'i. It would allow a small local business like theirs, to create and market a locally produced product that could then be more broadly and widely available.

As a customer of this establishment, I strongly support passing this bill. Thank you very much for this opportunity to testify.

Very Truly Yours,

Frances T. Gendrano, R

LATE

**From:** "Jeffrey Hendrix" <jeffhendrix@hawaiiantel.net>  
**Subject:** Testimony support for SB2169 CPH Hearing on 1/31 at 9a Rm 229  
**Date:** Wed, 30 Jan 2008 21:22:49 -1000  
**To:** testimony@capitol.hawaii.gov

**From:**  
Jeff Hendrix  
229 Kaelepulu Drive  
Kailua, Hawaii 96734  
808-262-2612

**To:**  
Senator Russell S. Kokubun, Chair  
Senator David Y. Ige, Vice-Chair  
Committee on Commerce, Consumer Protection, and Affordable Housing

Thursday, January 31, 2008

Re: Support of SB 2169, Relating to Liquor Licenses

Dear Sirs:

I support S.B. No.2169 relating to liquor licenses. This would establish a new class of liquor license for wineries.

I am a supportive consumer and a customer of Wine The Experience. I would like to see this locally owned small business be able to function as a winery. Wine The Experience offers a great product and opportunity for people to create their own wine with custom labeled bottles. I have made wines as both gifts for friends and family, as well for my business clients .

Wine The Experience is one of only a few sources of acquiring wines that are low in sulfites...which is very important for some of my family members who need to avoid that type of preservative for health reasons.

I support this bill so that companies like Wine The Experience can operate as more of a traditional winery. It would be better for me if I could visit the establishment for tasting, pick up a bottle at the market, or pick up only a few bottles directly. I am a small business owner, and the idea of supporting small wineries in a way that they could create and market their own locally produced product seems to be a win-win for business, the state, and the consumer.

As a customer of this establishment, and a small business owner, I support passing this bill. Thank you for the opportunity to testify.

Sincerely,

Jeffrey Hendrix

Hawaii Resident  
and  
President  
Hendrix Miyasaki Shin Advertising, Inc.  
1580 Makaloa Street, Suite 945  
Honolulu, HI 96814

LATE

Byron D. Hendrix  
1379 Kahili St.  
Kailua, HI 96734  
January 30, 2008

Senator Russell S. Kokubun, Chair  
Senator David Y. Ige, Vice-Chair  
Committee on Commerce, Consumer Protection, and Affordable Housing

Support of SB 2169, Relating to Liquor Licenses

My wife and I personally enjoy going to a small locally owned business, Wine The Experience, where we create our own wine. We usually have custom labels for our bottles and have used them for gifts. In fact, when my Father-in-law had his 100<sup>th</sup> birthday over here in Hawaii, we had his favorite wine with a special label. It had a picture of him in as a young man in a Model A Ford with the caption "Aged to Perfection". It was great!

We strongly support S.B. No. 2169, Relating to Liquor Licenses, which would establish a new winery class of liquor license and would allow us as consumers even more choices. I like that!

As I understand it, several years ago, there was a precedence set by the creation of a "Class 14 - Brewpub License". (2004 Legislative Session; SB2606) . The language there calls out "malt beverages" and "beer". It seems natural that the same privilege should be afforded to the small wineries in our state.

Thank you very much for this opportunity to offer my opinion on this matter.

Sincerely,  
Byron D. Hendrix