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MEMORANDUM

TO: Representative Angus L.K. McKelvey
Chair, Committee on Economic Revitalization & Business
Via Email: ERBtestimony@Capitol.hawaii.gov

FROM: Christina Zahara Noh

DATE: January 26, 2011

RE: **H.B. 656 – Relating to Intoxicating Liquor**
Hearing: Thursday, January 27, 2010 at 9:00 a.m., Room 312

Dear Chair McKelvey and Members of the Committee on Economic Revitalization & Business:

I am Christina Zahara Noh, appearing on behalf of the Distilled Spirits Council of the United States (“DISCUS”). DISCUS is a national trade association representing producers and marketers of distilled spirits sold in the United States.

H.B. 656 authorizes the county liquor commissions to require training and certification for liquor servers or sellers.

DISCUS supports H.B. 656 because such certification processes, if developed and implemented effectively, can ensure that those selling and serving liquor in Hawaii do so responsibly and with an understanding of relevant state laws. This can be an effective means of combating illegal practices such as underage drinking and drunk driving. These are important efforts of the Century Council, a not-for-profit organization funded solely by America’s leading distillers.

Thank you very much for this opportunity to present testimony on H.B. 656. We look forward to participating in further discussion on this measure.