

**LIQUOR COMMISSION
CITY AND COUNTY OF HONOLULU**

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March 8, 2019

The Honorable Roy M. Takumi, Chair
The Honorable Linda Ichiyama, Vice Chair
and Members of the Committee on Consumer Protection
& Commerce

House of Representatives
State Capitol, Room 329
415 South Beretania Street
Honolulu, Hawaii 96813

Dear Chair Takumi, Vice Chair Ichiyama, and Members of the Committee:

**SUBJECT: Senate Bill No. 772
Relating to Liquor Laws**

The Liquor Commission, City and County of Honolulu (Commission), appreciates the opportunity to submit testimony providing **comments** on the above-referenced measure. As a matter of principle, the Commission fully supports legislation that enables licensees to more efficiently operate their businesses but also gives reasonable oversight to regulators in addressing the changing nature of the liquor industry.

The Commission does not believe the proposed elimination of the tap handle requirement in this measure will negatively impact consumer confidence or safety in the draught beer they purchase. The Commission's licensees have found creative and accessible ways of providing product selection information to their customers, and the incidence of customer complaints about being served a draught product they did not buy has been virtually zero in the past 20+ years.

As the Commission repealed its stacking rule in 2017, the proposed definitional requirement in Section 3 of the proposed measure will have no impact on our licensees.

Thank you for the opportunity to testify.

Sincerely,

A handwritten signature in blue ink, appearing to read "Franklin Don Pacarro, Jr.", is written over a faint, larger version of the signature.

Franklin Don Pacarro, Jr.
Administrator

FDPjr:ACH



Cindy Goldstein, PhD
Executive Director
Hawaiian Craft Brewers Guild
98-814 C Kaonohi Street
Aiea, HI 96701

SB 772 Relating to Liquor Laws: Tap handle labels and Stacking
House Committee on Consumer Protection and Commerce
Tuesday March 12, 2019 at 2:00 p.m. in Conference Room 329

Position: **Support**

Chair Representative Roy Takumi, Vice Chair Representative Linda Ichiyama, and members of the House Committee on Consumer Protection and Commerce,

The Hawaiian Craft Brewers Guild is a nonprofit trade organization representing the interests of small craft breweries across the State of Hawaii. Our members are independent craft breweries producing 100% of their beer in Hawaii and represent the majority of craft beer producers in Hawaii. Our members are united in our pursuit to promote economic activity for Hawaii's beer manufacturers and enhance opportunities in our communities.

The Hawaiian Craft Brewers Guild and our member breweries embrace the responsible consumption of alcohol and are proactive in having patrons use ride services such as LYFT, Uber and taxis. Brewery employees are trained to not overserve customers.

Tap Handles

The Hawaiian Craft Brewers Guild supports SB772 revising HRS 281 -78 (b)(7) related to tap handles. The requirement for tap handle labeling is meant to allow consumers to see and identify which beer is poured. The Liquor Commission of the City and County of Honolulu has noted that the incidence of customer complaints about being served a draught product they did not buy has been virtually zero over the past 20 plus years.

We support SB772 because it allows beer taps to be identified through other means and is less burdensome for business owners of brewpubs, taprooms, and other establishments that serve craft beer.

Small craft breweries and taprooms commonly provide information about the beer they are pouring using new technology of display screens and old technology with blackboards. Display screens and boards are placed in close proximity to tap faucets and spigots, visible at the distances called for in current rules for tap handles.

Our Hawaiian Craft Brewers Guild member breweries share additional details with consumers about each beer using boards, screens and beer menus. Consumers are provided with detailed information that allows them to make better choices including percent alcohol in each beer, special ingredients, and style of beer. The extent of information that is provided goes well beyond the name of the brand adopted by the beer manufacturer, which is called for in the requirement for labeling of a tap handle.

Customers are often seated in a section of an establishment where they are unable to see the area where beer is being poured. Placing a label on a tap faucet or spigot does not provide a customer with additional knowledge that the beer they ordered is the one they received if they are not within view of the properly labeled tap handle.

SB772 removes burdensome tap handle labeling requirements. Hawaii's small craft breweries, tap rooms and brewpubs have a more rapid rotation of products compared with large national brands that rarely change what is offered. Hawaii's small craft beer producers offer seasonal brews that are on tap for a few weeks a year. Breweries make one-time unique specialty brews. As a matter of practicality, brewery brand names and craft beer names are often longer than what can be easily printed on a tap handle.

We support the change to statute proposed in SB772 by removing the requirement for labeling of tap handles placed on spigots and faucets with the name or brand of the beer. SB772 would not require the use of tap handles, and at the same time, does not prevent continued use by brands wanting to continue their use.

Stacking rules

The Hawaiian Craft Brewers Guild fully embraces the responsible serving of alcohol. We honor and acknowledge the concerns raised about over consumption of alcohol. Our member breweries are proactive in addressing drinking and driving by encouraging patrons to use ride services such as LYFT, Uber and taxis and by partnering with these services, so patrons are not driving.

We support basing the maximum amount of alcohol that can be served on a total volume of between 32 and 44 ounces rather than number of glasses served at one time. SB772 calls for a limit to the total volume of beer that can be served rather than the number of glasses served, which allows us to continue to be mindful of not over serving alcohol.

Craft breweries often produce several styles. The trend for craft beer consumers is to sample different styles and new offerings. Some customers prefer smaller servings and like the option of a smaller tasting size. Breweries typically serve flight sized glasses of 4 to 5 ounces per glass. Serving flights of smaller volume provides an opportunity for brewery businesses to expand their offerings for customers with new releases, specialty and seasonal beer choices. Visitors often want to sample a variety of craft brews offered, especially unique beer styles with Hawaii grown ingredients.

We support defining stacking of beer based on the volume of a standard serving size total volume before a customer at any one time rather than by number of glasses.

We urge the House Committee on Consumer Protection and Commerce to pass this bill. Mahalo for considering our Hawaiian Craft Brewers Guild testimony in support of SB772.



March 10, 2019

House Committee on Consumer Protection
SB772 Relating to Liquor Laws: Taphandles and Stacking
Tuesday, March 12th at 2pm in Conference Room 329

Re: **IN SUPPORT OF SB772**

Aloha Representative Roy Takumi, Vice Chair Representative Linda Ichiyama, and members of the House Committee on Consumer Protection and Representative Roy Takumi, Vice Chair Representative Linda Ichiyama, and members of the House Committee on Consumer Protection and Commerce,

My name is Garrett W. Marrero, I live in Kula, HI. We have locations on Maui in Lahaina and Kihei, and on Oahu in Waikiki and Kailua. We distribute across the Hawaii, 23 States, and 13 countries. We began in 2005 with 26 team members and have added more than 500 to our team. My wife and I were selected as the National Small Business Persons of the year in 2017 for our work at Maui Brewing Co. I'm writing on behalf of myself and our local family-operated business in support of **SB772** which modernizes two critical points in current liquor laws; namely Taphandles and "Stacking". The rules are both archaic and over-reaching and need to be brought into line with commonly accepted practices across the United States.

Tap Handles

Maui Brewing locations each have their own identity and the layout and design restrictions dictate different methods to mark taps with the brand name. We either have printed menus listing all beer styles available, or blackboards corresponding to a faucet number and or individually taphandles. Keep in mind that since we brew our own beer, in most of our locations the ONLY beer you can buy is Maui Brewing Co. beer. Therefore, the requirement to physically attached a marker indicating the "brand" of beer would be irrelevant. We are able to provide more detailed information that allows consumers to make better choices including percent alcohol, information about special ingredients, and style of beer. We have also been reviewing new technology such as video display boards which would allow us to easily change and frequently update our menu.

Current tap handle rules are burdensome for businesses like ours that serve beer from our smaller independent craft brewery. There are substantial costs to order taphandles, our last order was more than \$40,000, this is an enormous strain on resources for an item that often goes missing or is damaged in use. Additionally, more and more on-premise accounts are declining to use taphandles in favor of small generic or artful handles and/or video boards such as untapped or taphunter due to the constant rotation of various beers being served.

Handcrafted Ales & Lagers Brewed with Aloha
605 Lipoa Parkway, Kihei, HI 96753
808.213.3002

I would like to also point out that other beverages such as wine and cider that are now commonly served on draft are not required to have taphandles. Beer is the only beverage alcohol subjected to this requirement by Hawaii rules.

“Stacking”

Having been cited for “practice to promote excessive consumption” due to this rule I have some interesting perspective. On Maui we are limited to 32oz of beer, or 2 standard servings of alcohol. For the record we believe the standard measure of beer to be 16oz as that is the size of the standard American pint glass. We were cited for promoting excessive consumption because we served four 4oz glasses, a total of 16oz. Due to the fact that there were 4 glasses this is viewed as “excessive consumption” however had we served 2 glasses with 32oz of beer that would be acceptable. So just to be clear twice the amount of beer is okay but HALF that amount in taster glasses is a practice to promote overdrinking. The math just doesn’t add up.

I would like to point out that we have been serving samplers for 14 years on Maui and prior administrations including some in the current office have all been well aware of this.

SB772 calls for a limit to the total volume that can be served but not limiting the number of glasses. This is more in line with current market needs and commonly accepted practices across the country.

New customers, visitors, and our regular patrons want to try new selections. Craft breweries often produce several styles. The trend for craft beer consumers is to sample different styles and new offerings. Some customers prefer smaller servings and like the option of a smaller tasting size. We serve sampler sized glasses that are four 4 ounces per glass; our standard beer flight contains 4 glasses or a total of 16oz.

Serving flights of smaller volume allows our patrons to sample a greater variety of what our brewery has to offer as well as select a beer to purchase in a growler or crowler to take home and enjoy safely. This helps grow our business as craft beer consumers try new releases, specialty and seasonal beer choices.

We support **SB772** defining stacking of beer based on a total volume of 32 ounces in front of a customer at any one time.

Thank you for the opportunity to offer these comments in support of the passage of **SB772**.

Sincerely,



Garrett W. Marrero
CEO/Founder



506 Keawe Street
Honolulu, Hawaii, 96813

T 808-200-2739
troy@realgastropub.com

realgastropub.com

SB 772 Relating to Liquor Laws: Tap handle labels and Stacking
House Committee on Consumer Protection and Commerce
Tuesday March 12, 2019 at 2:00 p.m. in Conference Room 329

Position: **Support**

Chair Representative Roy Takumi, Vice Chair Representative Linda Ichiyama, and members of the House Committee on Consumer Protection and Commerce,

Craft beer production has been steadily increasing and along with that, greater demand for serving craft beer by REAL gastropub / Bent Tail Brewing Company. Policies related to how beer is served to our customers has a great deal of impact on us and we would like to share our viewpoint on bill SB 772.

Tap Handles

Our establishment provides information to our customers about the beer we have on tap using various methods such as blackboards, video display screen, beer menu, and online app. We are able to provide more detailed information that allows consumers to make better choices including percent alcohol, information about special ingredients, and style of beer. Use of new technology such as video display boards allows us to easily change and frequently update our menu. This legislation allows our business to keep our list of beer offerings current to show what is on each tap in a manner that is visible to customers.

The intent of making sure the beer that is ordered is the beer that is poured is not ensured by having a tap handle indicating the beer offered on tap. The keg that is connected to the tap is not visible to consumers.

As a matter of practicality, the names for some of the craft brews we serve on tap are longer than what can be easily printed on a tap handle. We serve seasonal and sometimes one-time specialty craft beer. Brewery businesses tell us that it is very costly to design and acquire unique tap handles for each beer they produce.

Current tap handle rules are burdensome for businesses like ours that serve beer from smaller independent craft breweries. We have a more rapid rotation with craft beer that we have on tap compared with establishments that keep the same beer selections on tap.

We support the change to statute proposed in SB 772 by removing the requirement for labeling of tap handles placed on spigots and faucets. SB 772 would not require the use of tap handles, and at the same time, does not prevent continued use by brands wanting to continue their use.

We support providing consumers with detailed information through the use of visual displays and menus and find tap handle labels are not needed and convey less information.

Stacking related to serving beer

REAL gastropub / Bent Tail Brewing Company has always embraced the responsible consumption of alcohol. We train our employees to not overserve alcohol to patrons. Also we are proactive so customers are not drinking and driving, encouraging the use of ride services such as LYFT, Uber and taxis.

We support basing the maximum amount of alcohol that can be served on total volume rather than number of glasses served at one time. SB 772 calls for a limit to the total volume that can be served which allows us to continue to be mindful of not over serving alcohol.

New customers, visitors, and our regular patrons want to try new selections. Craft breweries produce several styles that often vary. The trend for craft beer consumers is to sample different styles and new offerings. Some customers prefer smaller servings and like the option of smaller sized tastings of different kinds of beer.

We like to have the flexibility to be able to serve sampler flight sized glasses that are typically 4 to 6 ounces per glass. Serving flights of smaller volume allows our patrons to sample a greater variety of what our brewery has to offer. This helps grow our business as craft beer consumers try new releases, specialty and seasonal beer choices.

We support SB 772 defining stacking of beer based on a standard serving size of total volume of 32 or 44 ounces before a customer at any one time.

Mahalo for your consideration. We urge you to pass this bill.
Thank you for the opportunity to provide testimony in support of SB 772.

Sincerely,

Troy Terorotua

Troy Terorotua
Founder & Owner
REAL gastropub / Bent Tail Brewing Co
605 Keawe Street
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Beer Lab HI
Nicolas Wong
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SB 772 Relating to Liquor Laws: Tap handle labels and Stacking
House Committee on Consumer Protection and Commerce
Tuesday March 12, 2019 at 2:00 p.m. in Conference Room 329

Position: **Support**

Chair Representative Roy Takumi, Vice Chair Representative Linda Ichiyama, and members of the House Committee on Consumer Protection and Commerce,

The Hawaiian Craft Brewers Guild is a craft brewing trade organization that seeks to promote production of craft beer in Hawaii as independent craft breweries. We are united in our pursuit to promote economic activity for Hawaii's beer manufacturers and enhance opportunities in our communities. Our members represent the majority of craft beer producers in Hawaii, with members producing 100% of their beer in Hawaii.

My name is Nicolas Wong, I live in Palolo, Oahu and I am the Founder of Beer Lab HI. We have three locations in Moilili, Waipio and Pearlridge center. Our brewery began in 2016 with 3 employees. We now provide 42 jobs in Hawaii.

Beer Lab HI support SB772 because the verbiage of the tap handle laws are old and inconsistent with the current craft brewery business.

We constantly create new beers and release 2-3 beers a week. As the current law states we need to have the name of the beer and the manufacturer printed on the tap handle and we are unable to operate our business as intended.

Our brewery provides information to our customers about the beer we have on tap using (blackboard, video display screen, beer menu). We are able to provide more detailed information that allows consumers to make better choices including percent alcohol, information about special ingredients, and style of beer. Use of new technology such as video display boards allows us to easily change and frequently update our menu. This legislation allows brewpubs and taprooms to keep their list current to show what is on each tap in a manner that is visible to customers.



We support the change to statute proposed in SB772 by removing the requirement for labeling of tap handles placed on spigots and faucets. SB772 would not require the use of tap handles, and at the same time does not prevent continued use by brands wanting to continue their use.

Mahalo for your consideration. We urge you to pass this bill.
Thank you for the opportunity to provide testimony in support of SB772.

Kauai Beer Company

James Guerber
4265 Rice Street
Lihue, HI 96766
98080 639 7821
jim@kauaibeer.com



SB 772 Relating to Liquor Laws: Tap handle labels and Stacking
House Committee on Consumer Protection and Commerce
Tuesday March 12, 2019 at 2:00 p.m. in Conference Room 329

Position: **Support**

Chair Representative Roy Takumi, Vice Chair Representative Linda Ichiyama, and members of the House Committee on Consumer Protection and Commerce,

My name is Jim Guerber and I am the President of the Kauai Beer Company, located in downtown Lihue, Kauai on Rice Street. We have been in business here since 2006 and began formally serving beer since September 2013. We have been instrumental in the effort to revitalize our downtown and are widely recognized for our contribution in that regard. We are in the process of renovating an adjacent space, which will dramatically enhance our ability to serve a larger customer base, increase production and increase our personnel, which is presently ~60 full and part-time personnel.

Kauai Beer Company embraces the responsible consumption of alcohol. We train our employees to not over-serve alcohol to patrons. We are proactive so customers are not drinking and driving, encouraging the use of ride services such as LYFT, Uber and taxis.

Tap Handles

Our brewpub provides information to our customers about the beer we have on tap using (blackboard, video display screen, beer menu). We are able to provide more detailed information that allows consumers to make better choices including percent alcohol, information about special ingredients, and style of beer. Use of new technology such as video display boards allows us to easily change and frequently update our menu. This legislation allows brewpubs and taprooms to keep their list current to show what is on each tap in a manner that is visible to customers.

As a matter of practicality, the names for some of our craft brews are longer than what can be easily printed on a tap handle. We brew seasonal and sometimes one-time specialty craft beer, making it very costly to design and acquire unique tap handles for

each beer that we make. For small craft breweries like ours, we have a more rapid rotation compared with establishments that keep the same beer selection on tap. Current tap handle rules are burdensome for businesses like ours that serve beer from our smaller independent craft brewery.

We support the change to statute proposed in SB772 by removing the requirement for labeling of tap handles placed on spigots and faucets. SB772 would not require the use of tap handles, and at the same time does not prevent continued use by brands wanting to continue their use.

We support providing consumers with detailed information through the use of visual displays and menus and find tap handle labels are not needed and convey less information.

Stacking

The Kauai Beer Company embraces the responsible consumption of alcohol. We support basing the maximum amount of alcohol that can be served on total volume rather than number of glasses served at one time. SB772 calls for a limit to the total volume that can be served which allows us to continue to be mindful of not over serving alcohol.

Current stacking law if interpreted to the letter defeats its own goals. The scenario goes something like this....

A customer orders a pint of Lager for example. After a while, he decides he would like to try the IPA. He tells the server and she brings him a pint of IPA. Unfortunately he still has 8 ounces of lager in the original glass and the server is prevented from serving him the new glass until he finishes the previous one. What does he do? Well, like any red blooded American, He chugs what is left in his glass in order to try the new one. So the current law encourages guzzling!

New customers, visitors, and our regular patrons want to try new selections. Craft breweries often produce several styles. The trend for craft beer consumers is to sample different styles and new offerings. Some customers prefer smaller servings and like the option of a smaller tasting size. We serve sampler flight sized glasses that are typically 4 ounces per glass. Even though we have 8 beers on tap, we can only serve 6 samples per customer. It would be better to be able to serve 8.

Serving flights of smaller volume allows our patrons to sample a greater variety of what our brewery has to offer. This helps grow our business as craft beer consumers try new releases, specialty and seasonal beer choices.

We support SB772 defining stacking of beer based on a standard serving size of total volume of 32 ounces before a customer at any one time.

The Hawaiian Craft Brewers Guild is a craft brewing trade organization that seeks to promote production of craft beer in Hawaii as independent craft breweries. We are united in our pursuit to promote economic activity for Hawaii's beer manufacturers and

enhance opportunities in our communities. Our members represent the majority of craft beer producers in Hawaii, with members producing 100% of their beer in Hawaii.

Mahalo for your consideration. We urge you to pass this bill.

Sincerely,

Jim Guerber



WAIKIKI BREWING COMPANY

Joe P. Lorenzen, Partner/Brewmaster

831 Queen St.

Honolulu, HI 96813

808-591-0387

brewmaster@waikikibrewing.com

SB 772 Relating to Liquor Laws: Tap handle labels and Stacking
House Committee on Consumer Protection and Commerce
Tuesday March 12, 2019 at 2:00 p.m. in Conference Room 329

Position: **Support**

Chair Senator Rosalyn Baker, Vice Chair Senator Stanley Chang, and members of the Senate Committee on Commerce, Consumer Protection and Health,

My name is Joe Lorenzen. I live in Honolulu, on the island of Oahu, and I am a partner in and Brewmaster of Waikiki Brewing Company with business locations in Waikiki and in Kaka'ako. Our brewery began with 15 employees in 2015, and now employs a staff of 45.

Waikiki Brewing Company supports SB 772. This bill serves to clarify some important points in our current statutes pertaining to tap handle labelling and stacking (serving of multiple alcoholic beverages).

The current law requires us to have individual tap handles showing the brand of each beer we serve such that they can be seen from 10 feet away. It seems that this is in order to allow consumers to be clear on what beverage they are being served. In modern taprooms, there are many options other than tap handles to communicate the choice of beverage to the guest. TVs and monitors that present information on brands sold, printed menus, etc. all can convey this information. As a brewer, we often change our offering quite regularly and to have individual tap handles for every brand is not practical.

This bill also addresses stacking. We always encourage responsible drinking and feel that this bill would serve to further encourage responsible drinking by defining what a serving is. For instance, guests in our brewery often purchase small sample size pours of our beers. Depending on how stacking is defined, two of these 4 oz beers can be considered in the same way as two pint glasses of strong liquor drinks. This bill proposes to define the total volume of beer that can be served to a guest at one time, and continues to help promote responsible drinking.

Thank you for the opportunity to testify in support of SB 772.

Sincerely,

A handwritten signature in black ink, appearing to read "Joe P. Lorenzen".

Joe P. Lorenzen



Lanikai Brewing Company
175 Hamakua Drive, Unit C
Kailua, Hawaii 96734
www.lanikaibrewing.com

3/10/2019

RE: SB 772 Liquor laws for Tap handles and Stacking.

Aloha Chair, Vice Chair and Committee members,

Lanikai Brewing Company is a locally owned and operated Craft Brewery here on Oahu in Kailua and we are in support of SB772

My name is Steve Haumschild and I live in Kailua, HI. Only about 5% of the beer consumed in Hawaii is locally made. The local craft beer industry is experiencing historical growth despite all of the economic factors we face. Our cost of production are high, taxes are some of the highest in the country, shipping costs for our geographical isolation, are some of those factors making it about 40-50% more expensive to produce in Hawaii verses elsewhere.

The current laws for Tap Handles are antiquated and are not up to date with digital technology where we can provide significantly more information to our consumers compared to Tap Handles. Consumers that are anywhere in our facility can view a digital display board or view it from their phone if needed and gain significantly more information than a tap handle. Tap Handles do not create a modern look or feel, nor do they guarantee what is coming out of the tap. Since draft can be served all over the restaurant and not just at a bar, tap handles do not provide equal information to all consumers that digital display can.

Stacking laws are all over the place between the islands and our goals are to create consistency in stacking. By changing it to a maximum amount of ounces per customer, they can engage in sampling of multiple products in smaller amounts.

Lanikai Brewing Company is an Island Inspired® authentic Hawaiian craft beer company making 100% of our brews here in Hawaii. We take our cues from premium, local, rare, and exotic ingredients grown by local farmers and foraged across the Pacific to bring you bold and flavorful beers that you will find nowhere else utilizing Hawaiian terroir. **Please note that variances in growing season conditions can impact batch-to-batch flavor and aroma profiles.

‘Ōkole Maluna,

Steven R Haumschild

Steve Haumschild, MBA
CEO & Brewmaster
Certified Cicerone®
Lanikai Brewing Company, Island Inspired™ Craft Beer

Lanikai Brewing Company, Island Inspired™ Craft Beer
Brewery @ 175-C Hamakua Dr, Kailua, HI 96734
Tap & Barrel @ 167 Hamakua Dr, Kailua, HI 96734 M-F 4p-10p, S-S 11a-10p
FB: Lanikai Brewing Company, Instagram: @lanikaibrewing



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March 11, 2019

COMMITTEE ON CONSUMER PROTECTION & COMMERCE

Rep. Roy M. Takumi, Chair
Rep. Linda Ichiyama, Vice Chair

Rep. Henry J.C. Aquino	Rep. Sam Satoru Kong
Rep. Della Au Belatti	Rep. John M. Mizuno
Rep. Rida Cabanilla Arakawa	Rep. Richard H.K. Onishi
Rep. Romy M. Cachola	Rep. Lauren Matsumoto
Rep. Sharon E. Har	

DATE: Tuesday, March 12, 2019
TIME: 2:00pm
PLACE: Conference Room 329
State Capitol
415 South Beretania Street

SB 772 Relating to Liquor Laws
Testimony in Support

Tap Handles

Big Island Brewhaus is a Class 14 Brewery & Restaurant in Waimea on the Big Island. We provide information to our customers about the beer we have on tap using blackboards, a beer menu, and of course verbal descriptions from our staff to consumers. We are able to provide more detailed information that allows consumers to make better choices including percent alcohol, information about special ingredients, and style of beer. Use of new technology such as video display boards could allow us to easily change and frequently update our menu. This legislation allows brewpubs and taprooms to keep their list current to show what is on each tap in a manner that is visible to customers.

As a matter of practicality, the names for some of our craft brews are longer than what can be easily printed on a tap handle. We brew seasonal and sometimes one-time specialty craft beer, making it very costly to design and acquire unique tap handles for each beer that we make. For small craft breweries like ours, we have a more rapid rotation compared with establishments that keep the same beer selection on tap. Current tap handle rules are burdensome for businesses like ours that serve beer from smaller independent craft breweries.

We support the change to statute proposed in SB772 by removing the requirement for labeling of tap handles placed on spigots and faucets. SB772 would not require the use of tap handles, and at the same time does not prevent continued use by brands wanting to continue their use.

We support providing consumers with detailed information through the use of visual displays and menus and find tap handle labels are not needed and convey less information.

Stacking

Big Island Brewhaus embraces the responsible consumption of alcohol. We support basing the maximum amount of alcohol that can be served on total volume rather than number of glasses served at one time. SB772 calls for a limit to the total volume that can be served which allows us to continue to be mindful of not over-serving alcohol. Our staff is trained and is observant and responsible to make sure guests are not over-served alcohol. Ultimately it is our responsibility to make sure the community and roads are safe by limiting alcohol consumption and preventing drinking & driving by not allowing intoxication, nor over-serving and promoting designated drivers, rideshares, and taxi use.

New customers, visitors, and our regular patrons want to try new selections. Craft breweries often produce several styles. The trend for craft beer consumers is to sample different styles and new offerings. Some customers prefer smaller servings and like the option of a smaller tasting size. We serve sampler flight sized glasses that are typically 3 to 6 ounces per glass.

Serving flights of smaller volume allows our patrons to sample a greater variety of what our brewery has to offer. This helps grow our business as craft beer consumers try new releases, specialty and seasonal beer choices.

We support SB772 defining stacking of beer based on a standard serving size of total 32 to volume of 44 ounces before a customer at any one time.

Mahalo for your consideration. We urge you to pass this bill.
Thank you for the opportunity to provide testimony in support of SB772.

Sincerely,

Thomas D. Kerns

Thomas Kerns
Founder & Brewer
Big Island Brewhaus
64-1066 Mamalahoa Highway
Kamuela, HI, 96743
BigIslandBrewhaus@yahoo.com
Cell# 808-276-3301

**SB772 Relating to Liquor Laws;
Liquor Laws; Beer; Tap Handle Requirement; Beer Serving; Stacking**

March 11th, 2019

Position: OPPOSE

Chair Rosalyn Baker, Vice Chair Stanley Chang, and members of the Committee

My name is Ashlee Chapman, MSW, and I live in Kihei on Maui. As a citizen I am opposed to SB772. My opposition is specifically related to the provision of the bill allowing the stacking of beer by volume. The United States is experiencing a trend toward increased alcohol affordability, accessibility and marketing. There is growing pressure toward deregulation so that alcohol can be consumed like any other consumer product, with few restrictions. Alcohol is no ordinary commodity. The push toward deregulation of alcohol is a national trend and is meant to increase profits at the expense of public health.

Beer Stacking Provision

SB772 is a direct attack on the deregulation of on-premise alcohol serving and creates public health risks.

Risks of the Proposed Stacking Provision

The current provision of allowing each customer to have up to 44oz of beer increases the likelihood of binge drinking, resulting in increased risk of alcohol-related consequences such as drunk driving, and overall increased rates of community violence.

Additionally, the proposed bill is supposed to support local breweries who serve sample flights of 4-5 glasses of an average of 5oz per glass of beer. The simple mathematics of this at the highest quantity of total volume would be 25oz. A number of local breweries were surveyed to better understand the total amount of beer served in a sampler flight. None of the breweries surveyed exceeded more than 17oz. Maui Brewing Company, the largest local brewer, serves sample flights of four glasses of beer at 4oz per glass for a total of 16oz.

In the proposed provision, the math of alcohol by volume doesn't match up. How did we go from Maui Brewing Company's 16oz of total beer for sampler flight to 44oz? Is this a mere mathematical mistake of our legislators, or is this more likely a "backdoor" way for the alcohol industry to increase profits and sales? Let's not kid ourselves into thinking that this is just to give local breweries the ability to sell sample flights of beer.

44oz of Beer Will Lead to Higher Binge Drinking Rates

According to the National Institute on Alcohol Abuse and Alcoholism (NIAAA), binge drinking is defined as a pattern of drinking that brings blood alcohol concentration levels to 0.08g/dL. This typically occurs after 4 drinks for women and 5 drinks for men, in about a 2 hours period¹.

The top 5 beers sold by Maui Brewing Company average 6.4% alcohol by volume (ABV). According to the NIAAA's standard drink calendar, 44oz of beer at the average 6.4% ABV equates to 4.7 standard drinks². This would already classify as binge drinking for the average woman, and would be just off of the binge drinking rate of 5 drinks for men. So, in one serving at 44oz, people would be considered binge drinking with a BAC of 0.08%, which would classify as Driving Under the Influence in Hawai'i.

This amount of alcohol is much too high for any type of beer, but it is particularly riskier when it is craft beer, which has on average, a much higher ABV than commercially produced beers (i.e. Bud Light, Coors Light). This will contribute to higher binge drinking rates in the bars/restaurants, and higher rates of drunk driving.

Lower Total Alcohol Volume Benefits our Local Craft Brewing Businesses

Allowing local breweries to serve up to 44oz of beer to customers creates an unnecessary burden on local brewery businesses. Servers will be pressured to serve more alcohol to customers, thereby increasing the risk that patrons become intoxicated and getting involved in alcohol-related consequences (i.e. drunk driving, violence, and other injuries). This will increase liability on the local businesses and individual servers and hold them accountable for injuries resulting in the over-service of alcohol at their establishments. **Capping the alcohol volume at a lower cap that is 24oz will ensure that the local businesses are safe from dram shop liability, as well as better protect our community from alcohol-related injuries and harms.**

Local Breweries having the ability to serve sample flights of beer

As a citizen I am not directly opposed to local breweries being able to serve sample flights of beers, as long as the total volume of alcohol is equivalent to the actual total amount of a sampler serving, i.e. 16oz per serving. I would also recommend that there be caps on alcohol-by-volume per serving to ensure safer levels of alcohol consumption.

Tap Handle Provision

I have no direct comment on the tap handle provision of the bill.

I implore you to oppose SB772 for the benefit of the people of Hawai'i. To concede your vote to the wishes of the commercial interests will only be to the detriment of your constituents.

¹ Drinking Levels Defined, National Institute on Alcohol Abuse and Alcoholism, <https://www.niaaa.nih.gov/alcohol-health/overview-alcohol-consumption/moderate-binge-drinking>

² Drink Size Calculator, National Institute on Alcohol Abuse and Alcoholism, <https://www.rethinkingdrinking.niaaa.nih.gov/tools/Calculators/drink-size-calculator.aspx>

You do not want to be responsible for a bill that would see more alcohol-impaired motor-vehicle crashes, more violence, and other alcohol-related harms in our communities.

Mahalo for your time and attention to this urgent matter.

Sincerely,

Ashlee Chapman, MSW
851 S Kihei Road, Apt O103
Kihei, HI 96753

SB-772

Submitted on: 3/11/2019 10:50:45 AM

Testimony for CPC on 3/12/2019 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Katie Folio	Individual	Oppose	No

Comments:

Aloha,

I am writing in strong opposition to SB772, which would encourage binge drinking and the negative outcomes associated with bing drinking by allowing individuals to be served up to 32 ounces of alcohol at a time.

Our local breweries and wineries do not serve more than 20 ounces at a time, so it doesn't benefit anyone other than the alcohol industry to increase serving sizes beyond 20 oz. It certainly doesn't benefit the health of our residents or community.

There is no need for this change. Please protect health first.

Mahalo nui loa,

Katie Folio

Kula, Maui, HI

SB-772

Submitted on: 3/11/2019 11:08:17 AM

Testimony for CPC on 3/12/2019 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Michael Sparks	Individual	Oppose	No

Comments:

SB772 Relating to Liquor Laws;

Liquor Laws; Beer; Tap Handle Requirement; Beer Serving; Stacking

March 11th, 2019

Position: OPPOSE

Chair Rosalyn Baker, Vice Chair Stanley Chang, and members of the Committee

My name is Michael Sparks, and I live Kihei. As a citizen I am strongly opposed to SB772. My opposition is specifically related to the provision of the bill allowing the stacking of beer by volume. The United States is experiencing a trend toward increased alcohol affordability, accessibility and marketing. There is growing pressure toward deregulation so that alcohol can be consumed like any other consumer product, with few restrictions. Alcohol is no ordinary commodity. The push toward deregulation of alcohol is a national trend and is meant to increase profits at the expense of public health.

Beer Stacking Provision

SB772 is a direct attack on the deregulation of on-premise alcohol serving and creates public health risks.

Risks of the Proposed Stacking Provision

The current provision of allowing each customer to have up to 44oz of beer increases the likelihood of binge drinking, resulting in increased risk of alcohol-related consequences such as drunk driving, and overall increased rates of community violence.

Additionally, the proposed bill is supposed to support local breweries who serve sample flights of 4-5 glasses of an average of 5oz per glass of beer. The simple mathematics of this at the highest quantity of total volume would be 25oz. A number of local breweries were surveyed to better understand the total amount of beer served in a sampler flight. None of the breweries surveyed exceeded more than 17oz. Maui Brewing Company, the largest local brewer, serves sample flights of four glasses of beer at 4oz per glass for a total of 16oz.

1. the proposed provision, the math of alcohol by volume doesn't match up. How did we go from Maui Brewing Company's 16oz of total beer for sampler flight to 44oz? Is this a mere mathematical mistake of our legislators, or is this more likely a "backdoor" way for the alcohol industry to increase profits and sales? Let's not kid ourselves into thinking that this is just to give local breweries the ability to sell sample flights of beer.

44oz of Beer Will Lead to Higher Binge Drinking Rates

According to the National Institute on Alcohol Abuse and Alcoholism (NIAAA), binge drinking is defined as a pattern of drinking that brings blood alcohol concentration levels to 0.08g/dL. This typically occurs after 4 drinks for women and 5 drinks for men, in about a 2 hours period^[1].

The top 5 beers sold by Maui Brewing Company average 6.4% alcohol by volume (ABV). According to the NIAAA's standard drink calendar, 44oz of beer at the average 6.4% ABV equates to 4.7 standard drinks^[2]. This would already classify as binge drinking for the average woman, and would be just off of the binge drinking rate of 5

drinks for men. So, in one serving at 44oz, people would be considered binge drinking with a BAC of 0.08%, which would classify as Driving Under the Influence in Hawai'i.

1. amount of alcohol is much too high for any type of beer, but it is particularly riskier when it is craft beer, which has on average, a much higher ABV than commercially produced beers (i.e. Bud Light, Coors Light). will contribute to higher binge drinking rates in the bars/restaurants, and higher rates of drunk driving.

Lower Total Alcohol Volume Benefits our Local Craft Brewing Businesses

Allowing local breweries to serve up to 44oz of beer to customers creates an unnecessary burden on local brewery businesses. Servers will be pressured to serve more alcohol to customers, thereby increasing the risk that patrons become intoxicated and getting involved in alcohol-related consequences (i.e. drunk driving, violence, and other injuries). This will increase liability on the local businesses and individual servers and hold them accountable for injuries resulting in the over-service of alcohol at their establishments. **Capping the alcohol volume at a lower cap that is 24oz will ensure that the local businesses are safe from dram shop liability, as well as better protect our community from alcohol-related injuries and harms.**

Local Breweries having the ability to serve sample flights of beer

As a citizen I am not directly opposed to local breweries being able to serve sample flights of beers, as long as the total volume of alcohol is equivalent to the actual total amount of a sampler serving, i.e. 16oz per serving. I would also recommend that there be caps on alcohol-by-volume per serving to ensure safer levels of alcohol consumption.

Tap Handle Provision

I have no direct comment on the tap handle provision of the bill.

I implore you to oppose SB772 for the benefit of the people of Hawai'i. To concede your vote to the wishes of the commercial interests will only be to the detriment of your constituents. You do not want to be responsible for passing a bill that would see more alcohol-impaired motor-vehicle crashes, more violence, and other alcohol-related harms in our communities.

Mahalo for your time and attention to this urgent matter.

Sincerely,

Michael Sparks

1667-A South Kihei Rd

Kihei, HI 96753

707-280-3451

[1] Drinking Levels Defined, National Institute on Alcohol Abuse and Alcoholism,
<https://www.niaaa.nih.gov/alcohol-health/overview-alcohol-consumption/moderate-binge-drinking>

[2] Drink Size Calculator, National Institute on Alcohol Abuse and Alcoholism,
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**SB772 Relating to Liquor Laws;
Liquor Laws; Beer; Tap Handle Requirement; Beer Serving; Stacking**

March 11th, 2019

Position: OPPOSE

Chair Rosalyn Baker, Vice Chair Stanley Chang, and members of the Committee

My name is __Jan Shishido__, and I live at Kahului, Maui. As a citizen I am opposed to SB772. My opposition is specifically related to the provision of the bill allowing the stacking of beer by volume. The United States is experiencing a trend toward increased alcohol affordability, accessibility and marketing. There is growing pressure toward deregulation so that alcohol can be consumed like any other consumer product, with few restrictions. Alcohol is no ordinary commodity. The push toward deregulation of alcohol is a national trend and is meant to increase profits at the expense of public health.

Beer Stacking Provision

SB772 is a direct attack on the deregulation of on-premise alcohol serving and creates public health risks.

Risks of the Proposed Stacking Provision

The current provision of allowing each customer to have up to 44oz of beer increases the likelihood of binge drinking, resulting in increased risk of alcohol-related consequences such as drunk driving, and overall increased rates of community violence.

Additionally, the proposed bill is supposed to support local breweries who serve sample flights of 4-5 glasses of an average of 5oz per glass of beer. The simple mathematics of this at the highest quantity of total volume would be 25oz. A number of local breweries were surveyed to better understand the total amount of beer served in a sampler flight. None of the breweries surveyed exceeded more than 17oz. Maui Brewing Company, the largest local brewer, serves sample flights of four glasses of beer at 4oz per glass for a total of 16oz.

In the proposed provision, the math of alcohol by volume doesn't match up. How did we go from Maui Brewing Company's 16oz of total beer for sampler flight to 44oz? Is this a mere mathematical mistake of our legislators, or is this more likely a "backdoor" way for the alcohol industry to increase profits and sales? Let's not kid ourselves into thinking that this is just to give local breweries the ability to sell sample flights of beer.

44oz of Beer Will Lead to Higher Binge Drinking Rates

According to the National Institute on Alcohol Abuse and Alcoholism (NIAAA), binge drinking is defined as a pattern of drinking that brings blood alcohol concentration levels to 0.08g/dL. This typically occurs after 4 drinks for women and 5 drinks for men, in about a 2 hours period¹.

The top 5 beers sold by Maui Brewing Company average 6.4% alcohol by volume (ABV). According to the NIAAA's standard drink calendar, 44oz of beer at the average 6.4% ABV equates to 4.7 standard drinks². This would already classify as binge drinking for the average woman, and would be just off of the binge drinking rate of 5 drinks for men. So, in one serving at 44oz, people would be considered binge drinking with a BAC of 0.08%, which would classify as Driving Under the Influence in Hawai'i.

This amount of alcohol is much too high for any type of beer, but it is particularly riskier when it is craft beer, which has on average, a much higher ABV than commercially produced beers (i.e. Bud Light, Coors Light). This will contribute to higher binge drinking rates in the bars/restaurants, and higher rates of drunk driving.

Lower Total Alcohol Volume Benefits our Local Craft Brewing Businesses

Allowing local breweries to serve up to 44oz of beer to customers creates an unnecessary burden on local brewery businesses. Servers will be pressured to serve more alcohol to customers, thereby increasing the risk that patrons become intoxicated and getting involved in alcohol-related consequences (i.e. drunk driving, violence, and other injuries). This will increase liability on the local businesses and individual servers and hold them accountable for injuries resulting in the over-service of alcohol at their establishments. **Capping the alcohol volume at a lower cap that is 24oz will ensure that the local businesses are safe from dram shop liability, as well as better protect our community from alcohol-related injuries and harms.**

Local Breweries having the ability to serve sample flights of beer

As a citizen I am not directly opposed to local breweries being able to serve sample flights of beers, as long as the total volume of alcohol is equivalent to the actual total amount of a sampler serving, i.e. 16oz per serving. I would also recommend that there be caps on alcohol-by-volume per serving to ensure safer levels of alcohol consumption.

Tap Handle Provision

I have no direct comment on the tap handle provision of the bill.

I implore you to oppose SB772 for the benefit of the people of Hawai'i. To concede your vote to the wishes of the commercial interests will only be to the detriment of your constituents.

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You do not want to be responsible for a bill that would see more alcohol-impaired motor-vehicle crashes, more violence, and other alcohol-related harms in our communities.

Mahalo for your time and attention to this urgent matter.

Sincerely,

Jan Shishido
599 S. Oahu Street
Kahului, Hawaii 96732
(808) 250-2540

SB-772

Submitted on: 3/11/2019 1:04:44 PM

Testimony for CPC on 3/12/2019 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Eric Lee Kalei Correa	Individual	Oppose	No

Comments:

Aloha,

My name is Eric Correa and I live in Wailuku, Maui. I am writing to **OPPOSE SB 772**.

I was struck head on by a drunk driver on October 1st, 2016. My 3 year old son was in his child restraint and still suffered a broken neck, a broken clavical and numerous other injuries as a result of this crash. My wife had so meany broken bones and internal injuries that she nearly died that day. There is NO need to increase the amount of alcohol in a serving. It obviously puts our community at greater risk to suffer the same fate or worse that my family suffered

Please kill this bill for the sake of our families.

Mahalo,

Eric Correa, P.O. Box 1393 Wailuku, Hi.



Rick Collins
Chair
Hawai'i Alcohol Policy Alliance
Kula, HI
(808)728-4656

**SB772 Relating to Liquor Laws;
Liquor Laws; Beer; Tap Handle Requirement; Beer Serving; Stacking**

March 11, 2019

Position: OPPOSE

Chair Roy Takumi, Vice Chair Linda Ichiyama, and members of the Committee

The Hawai'i Alcohol Policy Alliance (Alliance) is opposed to SB772. Our opposition is specifically related to the provision of the bill allowing the stacking of beer by volume. The United States is experiencing a trend toward increased alcohol affordability, accessibility and marketing. There is growing pressure toward deregulation so that alcohol can be consumed like any other consumer product, with few restrictions. Alcohol is no ordinary commodity. The push toward deregulation of alcohol is a national trend and is meant to increase profits at the expense of public health.

The Hawai'i Alcohol Policy Alliance is a volunteer-based organization of private citizens made up of members from all four counties within the State. Our mission is to advocate for research-based responsible alcohol policies that are in the best interest of the people of Hawai'i, and that reduce alcohol-related harms in our communities. Our vision is a Hawai'i free of alcohol-related injuries, disease, and death.

Beer Stacking Provision

SB772 is a direct attack on the deregulation of on-premise alcohol serving and creates public health risks.

Risks of the Proposed Stacking Provision

The current provision of allowing each customer to have up to 44oz of beer increases the likelihood of binge drinking, resulting in increased risk of alcohol-related consequences such as drunk driving, and overall increased rates of community violence.



Additionally, the proposed bill is supposed to support local breweries who serve sample flights of 4-5 glasses of an average of 5oz per glass of beer. The simple mathematics of this at the highest quantity of total volume would be 25oz. A number of local breweries were surveyed to better understand the total amount of beer served in a sampler flight. None of the breweries surveyed exceeded more than 17oz. Maui Brewing Company, the largest local brewer, serves sample flights of four glasses of beer at 4oz per glass for a total of 16oz.

In the proposed provision, the math of alcohol by volume doesn't match up. How did we go from Maui Brewing Company's 16oz of total beer for sampler flight to 44oz? Is this a mere mathematical mistake of our legislators, or is this more likely a "backdoor" way for the alcohol industry to increase profits and sales? Let's not kid ourselves into thinking that this is just to give local breweries the ability to sell sample flights of beer.

44oz of Beer Will Lead to Higher Binge Drinking Rates

According to the National Institute on Alcohol Abuse and Alcoholism (NIAAA), binge drinking is defined as a pattern of drinking that brings blood alcohol concentration levels to 0.08g/dL. This typically occurs after 4 drinks for women and 5 drinks for men, in about a 2 hours period¹.

The top 5 beers sold by Maui Brewing Company average 6.4% alcohol by volume (ABV). According to the NIAAA's standard drink calendar, 44oz of beer at the average 6.4% ABV equates to 4.7 standard drinks². This would already classify as binge drinking for the average woman, and would be just off of the binge drinking rate of 5 drinks for men. So, in one serving at 44oz, people would be considered binge drinking with a BAC of 0.08%, which would classify as Driving Under the Influence in Hawai'i.

This amount of alcohol is much too high for any type of beer, but it is particularly riskier when it is craft beer, which has on average, a much higher ABV than commercially produced beers (i.e. Bud Light, Coors Light). This will contribute to higher binge drinking rates in the bars/restaurants, and higher rates of drunk driving.

Lower Total Alcohol Volume Benefits our Local Craft Brewing Businesses

Allowing local breweries to serve up to 44oz of beer to customers creates an unnecessary burden on local brewery businesses. Servers will be pressured to serve more alcohol to customers, thereby increasing the risk that patrons become intoxicated and getting involved in alcohol-related consequences (i.e. drunk driving, violence, and other injuries). This will increase liability on the local businesses and individual servers and hold them accountable for injuries resulting in the over-service of alcohol at their establishments. **The Hawai'i Alcohol Policy Alliance proposes capping the single serving of beer to 24oz. This will ensure that the local**

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Local Breweries having the ability to serve sample flights of beer

The Hawai'i Alcohol Policy Alliance is not directly opposed to local breweries being able to serve sample flights of beers, as long as the total volume of alcohol is equivalent to the actual total amount of a sampler serving, i.e. 24oz per serving. The Alliance would also recommend that there be caps on alcohol-by-volume per serving to ensure safer levels of alcohol consumption.

Tap Handle Provision

The *Alliance* has no direct comment on the tap handle provision of the bill.

I implore you to oppose SB772 for the benefit of the people of Hawai'i. To concede your vote to the wishes of the commercial interests will only be to the detriment of your constituents. You do not want to be responsible for a bill that would see more alcohol-impaired motor-vehicle crashes, more violence, and other alcohol-related harms in our communities.

Mahalo for your time and attention to this urgent matter.

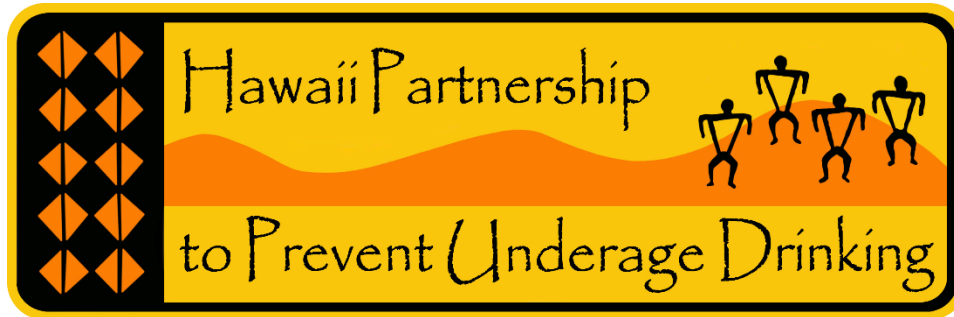
Sincerely,

Richard Collins

Chair

Hawai'i Alcohol Policy Alliance

(808) 728-4656



SB772 Relating to Liquor Laws

COMMITTEE ON CONSUMER PROTECTION & COMMERCE

Rep. Roy M. Takumi, Chair Rep. Linda Ichiyama, Vice Chair

Position: OPPOSE

The Hawaii Partnership to Prevent Underage Drinking (HPPUD) was created to address the problem of underage drinking in the State of Hawaii. The members of the coalition represent county and state agencies, non-profit organizations, private businesses, youth and community residents concerned with the health of Hawaii's youth.

HPPUD is opposed to SB772. Our opposition is specifically related to the provision of the bill allowing the stacking of beer by volume. The United States is experiencing a trend toward increased alcohol affordability, accessibility and marketing. There is growing pressure toward deregulation so that alcohol can be consumed like any other consumer product, with few restrictions. Alcohol is no ordinary commodity. The push toward deregulation of alcohol is meant to increase profits at the expense of public health.

Beer Stacking Provision

SB772 is a direct attack on the deregulation of on-premise alcohol serving and creates public health risks.

Risks of the Proposed Stacking Provision

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Additionally, the proposed bill is supposed to support local breweries who serve sample flights of 4-5 glasses of an average of 5oz per glass of beer. The simple mathematics of this at the highest quantity of total volume would be 25oz. A number of local breweries were surveyed to better understand the total amount of beer served in a sampler flight. None of the breweries surveyed exceeded more than 17oz. Maui Brewing Company, the largest local brewer, serves sample flights of four glasses of beer at 4oz per glass for a total of 16oz.

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mathematical mistake, or is this more likely a “backdoor” way for the alcohol industry to increase profits and sales? Let’s not kid ourselves into thinking that this is just to give local breweries the ability to sell sample flights of beer.

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Local Breweries having the ability to serve sample flights of beer

As citizens we are not directly opposed to local breweries being able to serve sample flights of beers, as long as the total volume of alcohol is equivalent to the actual total amount of a sampler serving, i.e. 16oz per serving. We also recommend that there be caps on alcohol-by-volume per serving to ensure safer levels of alcohol consumption.

Vote no on SB772 for the benefit of the people of Hawaii, You do not want to be responsible for a bill that would see more alcohol-impaired motor-vehicle crashes, more violence, and other alcohol-related harms in our communities.

Cynthia Okazaki, Co-Chair

¹ Drinking Levels Defined, National Institute on Alcohol Abuse and Alcoholism, <https://www.niaaa.nih.gov/alcohol-health/overview-alcohol-consumption/moderate-binge-drinking>

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March 10, 2019

SB 772 Relating to Liquor Laws: Tap handle labels and Stacking
House Committee on Consumer Protection and Commerce
Tuesday March 12, 2019 at 2:00 p.m. in Conference Room 329

Position: **Support**

Chair Representative Roy Takumi, Vice Chair Representative Linda Ichiyama, and members of the House Committee on Consumer Protection and Commerce,

Honolulu Beerworks embrace the responsible consumption of alcohol. We train our employees to not overserve alcohol to patrons. Honolulu Beerworks is proactive so customers are not drinking and driving, encouraging the use of ride services such as LYFT, Uber and taxis.

The Hawaiian Craft Brewers Guild is a craft brewing trade organization that seeks to promote production of craft beer in Hawaii as independent craft breweries. We are united in our pursuit to promote economic activity for Hawaii's beer manufacturers and enhance opportunities in our communities. Our members represent the majority of craft beer producers in Hawaii, with members producing 100% of their beer in Hawaii.

Tap Handles

Our brewpub provides information to our customers about the beer we have on tap using blackboard and beer menu. We are able to provide more detailed information that allows consumers to make better choices including percent alcohol, information about special ingredients, and style of beer. Use of the black board allows us to change out beers quickly. This legislation allows brewpubs and taprooms to keep their list current to show what is on each tap in a manner that is visible to customers.

As a matter of practicality, the names for some of our craft brews are longer than what can be easily printed on a tap handle. We brew seasonal and sometimes one-time specialty craft beer, making it very costly to design and acquire unique tap handles for

Honolulu Beerworks
328 Cooke St, Honolulu HI. 93813
808-589-2337

each beer that we make. For small craft breweries like ours, we have a more rapid rotation compared with establishments that keep the same beer selection on tap. Current tap handle rules are burdensome for businesses like ours that serve beer from our smaller independent craft brewery.

We support the change to statute proposed in SB 772 by removing the requirement for labeling of tap handles placed on spigots and faucets. SB 772 would not require the use of tap handles, and at the same time does not prevent continued use by brands wanting to continue their use.

We support providing consumers with detailed information through the use of visual displays and menus and find tap handle labels are not needed and convey less information.

Stacking

Honolulu Beerworks embrace the responsible consumption of alcohol. We support basing the maximum amount of alcohol that can be served on total volume rather than number of glasses served at one time. SB 772 calls for a limit to the total volume that can be served which allows us to continue to be mindful of not over serving alcohol.

New customers, visitors, and our regular patrons want to try new selections. Craft breweries often produce several styles. The trend for craft beer consumers is to sample different styles and new offerings. Some customers prefer smaller servings and like the option of a smaller tasting size. We serve sampler flight sized glasses that are typically ounces per glass.

Serving flights of smaller volume allows our patrons to sample a greater variety of what our brewery has to offer. This helps grow our business as craft beer consumers try new releases, specialty and seasonal beer choices.

We support SB 772 defining stacking of beer based on a standard serving size of total volume of 44 ounces before a customer at any one time.

Mahalo for your consideration. We urge you to pass this bill.

Thank you for the opportunity to provide testimony in support of SB 772

Sincerely,

Geoffrey Seideman Owner/Brewer

Honolulu Beerworks
328 Cooke St, Honolulu HI. 938 13
808-589-2337

Honolulu Beerworks
328 Cooke St, Honolulu HI. 938 13
808-589-2337



Subject: Comments and Recommendations for SB 772

Dear Chair Roy M. Takumi, Vice Chair Linda Ichiyama, and members of the House Committee on Consumer Protection and Commerce,

My name is Kari Benes and I am the Chair of the Hawaii Strategic Highway Safety Plan (SHSP). The Strategic Highway Safety Plan Core Committee has identified some concerns regarding SB 772.

We commend the legislature for attempting to standardize counties when it comes to servings of drinks in relation to volume and quantity of drinks. It is important to address that alcohol content as well as the consumers weight and even sex has a large determinant of how intoxicated and individual could become after consuming alcohol.

Please consider the following example using the HD 1 amendment limiting to 44 ounces in determining how much alcohol should allowed in one serving:

Ounces	% of Alcohol	Weight	Hours Spent Drinking	BAC	Results
44	5%	150 Lbs.	1 hour	0.095	You would be considered legally intoxicated in all or most states and would be subject to criminal penalties.
44	5%	250 Lbs.	1 hour	0.51	Your driving ability is becoming impaired.
44	7%	150 Lbs.	1 hour	0.014	You would be considered legally intoxicated in all or most states and would be subject to criminal penalties.
44	7%	250 Lbs.	1 hour	0.077	Your driving ability is becoming impaired. ¹

¹ Please note that the table is an estimate for average healthy males. Older males >~55 yrs. and females would have a proportionate higher blood alcohol outcome. Source : http://www.clevelandclinic.org/health/interactive/alcohol_calculator.asp

Our concern is that FARS data reveals Hawaii as being above the national average for alcohol-impaired driving fatalities for the entire decade. We currently rank the 5th worst in the nation for the percentage of alcohol-impaired driving fatalities.² Permitting up to 44 ounces of beer during the last hour of operation at an establishment would put most consumers at greater risk of crash and or an impaired driving arrest.

Unless an establishment is willing to take drastic measures to ensure an individual will be taking a safe and sober ride home, please consider reducing the single serving volume.

Recommended Amendment:

SECTION 3. Section 281-78.5, Hawaii Revised Statutes, is amended by amending subsection (b) to read as follows:

"(b) The liquor commission shall adopt rules pursuant to chapter 91 to prohibit specific liquor promotion practices which promote excessive consumption of liquor[.]; provided that any rules adopted by the counties related to the stacking of liquor shall specify that:

(1) Stacking of beer shall be defined based on a standard serving size of total volume; and

(2) A standard serving size of beer at **ABV of up to 5%** shall be defined as not exceeding a total **volume of 16** ounces before a customer at any one time.

(3) A standard serving size of beer at ABV of greater than 5% shall be defined as not exceeding a total volume of 12 ounces before a customer at any one time."

We appreciate the legislatures effort in trying to address over consumption but standardizing drink volumes.

The Hawaii Strategic Highway Safety Plan's vision is that all of Hawaii's road users arrive safely at their destinations. You can help us achieve our goal of reducing yearly fatalities, by supporting this measure.

To view the Strategic Highway Safety Plan go to www.hawaiishsp.com

Strategic Highway Safety Plan Mission

Save lives and reduce injuries on Hawaii's roadways through strategic partnerships and implementation of the Strategic Highway Safety Plan.

² <https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/812630>