

CRAFT *Ohana*

February 8, 2023

House Committee on Consumer Protection & Commerce
HB1458 Relating to Liquor Licenses
Thursday, February 9th, 2023 at 2pm, Conference Room 329

Re: **IN SUPPORT OF HB1458**

Aloha Chair Representative Nakashima, Vice Chair Representative Sayama, and members of the Committee,

My name is Garrett W. Marrero, I live in Kihei, HI. Maui Brewing Co. has locations on Maui in Lahaina and Kihei, and on Oahu in Waikiki and Kailua. We distribute across the Hawaii, 23 other States, and 4 countries. We began in 2005 with 26 team members and have added more than 400 team members across Hawaii. I was selected as the National Small Business-Person of the year in 2017 for my work at Maui Brewing Co.

I am writing on behalf of myself and our local family-operated business in support of **HB1458** which expands the barrelage limitation on production of beer.

As I write this testimony I continue to ask myself "Why in the world does a limit exist on how much beer a local brewer can brew?". This is a question no legislator, lawmaker, or industry member has ever been able to answer effectively. The one answer I've ever gotten 'because that's the way it's always been that way'. I propose that this is not a good reason.

When I first began fighting for change in beer back in 2005 I spoke about creating an industry here in Hawai'i that had never existed. There we 6 breweries then, 2 failed shortly after and as we were able to amend laws (growlers, barrelage limits, license classes, abilities, etc) breweries began to open. Currently Hawai'i boasts 30 breweries with more in planning, we've collectively been able to put Hawai'i on the map of "craft beer" and a vibrant "beer tourism" exists within our State that supports local agriculture endlessly.

Supporting this bill does nothing more than allows us all to continue to grow, hire, support, and ultimately pay more in taxes as we produce more beverages. Keeping in mind for anyone in opposition that limiting our growth does nothing to limit alcohol sales but instead forces the consumer to pick mainland and foreign produced beverages rather than locally made ones.

Mahalo in advance for passing **HB1458**.

Sincerely,



Garrett W. Marrero
CEO/Founder

MAUI
HARD SELTZER

*Modern
Times*
BEER

MAUI
BREWING CO

*Modern
Times*
COFFEE

KUPU
— SPIRITS —



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

1 February 2023

RE: HB1458

Position: **SUPPORT**

Chair Nakashima, Vice Chair Sayama, and members of committee,

I am Steve Haumschild, CEO and founder of Lanikai Brewing Company located in Kailua Hawaii. We are an independent craft brewery producing 100% of our beer in Hawaii. In addition, we also operate a Distillery (Lanikai Spirits) as well as operate or are building multiple restaurants throughout Hawaii. We are united with other members of the Hawaiian Craft Brewers Guild in our pursuit to promote economic activity and growth for Hawaii's beer manufacturers and enhance opportunities in our communities.

SB1458 simply increases production limits on producers in Hawaii. This allows us that hold these licenses to better buffer economic conditions with growth, have more economies of scale with shipping, hire more locals for jobs and finally produce more products which will have downstream taxation generating more revenue for the State. It's a win-win opportunity with no downside.

Mahalo for considering our testimony.

Steven R Haumschild

Steve Haumschild, MBA
CEO & Brewmaster, Certified Cicerone®
Lanikai Brewing Company,

HB-1458

Submitted on: 2/8/2023 10:53:10 AM

Testimony for CPC on 2/9/2023 2:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Geoffrey Seideman	Honolulu BeerWorks	Support	Written Testimony Only

Comments:

SUPPORT

HB-1458

Submitted on: 2/8/2023 2:00:19 PM

Testimony for CPC on 2/9/2023 2:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Thomas Kerns	Big Island Brewhaus LLC	Support	Written Testimony Only

Comments:

We support the natural growth of any local manufacturer's free enterprise to grow to a sustainable, prosperous economy of scale.

HB-1458

Submitted on: 2/8/2023 9:48:12 PM

Testimony for CPC on 2/9/2023 2:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Justin Guerber	Kauai Beer Company	Support	Written Testimony Only

Comments:

We support HB1458, which increases the liquor manufacturing limits for Class 18 small craft producer pub license holders. We believe local manufacturing is beneficial to our state, and allowing licensees to produce more of their products will help provide more benefits to our community.