



Lanikai Brewing Company  
175 Hamakua Drive, Unit C  
Kailua, Hawaii 96734  
[www.lanikaibrewing.com](http://www.lanikaibrewing.com)

13 February 2023

RE: SB687

Position: **SUPPORT**

Chair Keohokalole, Vice Chair Fukunaga and members of the 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.

SB687 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,

# CRAFT *Ohana*

February 12, 2023

Senate Committee on Commerce and Consumer Protection  
SB687 Relating to Intoxicating Liquor  
February 14<sup>th</sup>, 2023 at 9:40am

Re: **IN SUPPORT OF SB687**

Aloha Chair Senator Keohokalole, Vice Chair Senator Fukunaga, 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 **SB687** 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. This bill exists to raise the limit that some breweries are rapidly approaching and seeks to increase the thresholds. This allows us to continue to grow and create more local manufacturing jobs.

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 **SB687**.

Sincerely,



Garrett W. Marrero  
CEO/Founder

**MAUI**  
HARD SELTZER

*Modern  
Times*  
BEER

**MAUI**  
BREWING CO

*Modern  
Times*  
COFFEE

**KUPU**  
— SPIRITS —

**SB-687**

Submitted on: 2/13/2023 9:04:26 AM

Testimony for CPN on 2/14/2023 9:40:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Thomas Kerns	Individual	Support	Written Testimony Only

Comments:

Aloha, We feel this is a natural progression to support local manufacturing to grow to it's natural economy of scale.

**LATE**

**SB-687**

Submitted on: 2/13/2023 11:40:19 AM

Testimony for CPN on 2/14/2023 9:40:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Geoffrey Seideman	Testifying for Honolulu BeerWorks	Support	Written Testimony Only

Comments:

SUPPORT