



*Kansas
Licensed
Beverage
Association*

Testimony on HB 2550
February 6, 2012

House Federal & State Affairs Committee

Chairman Brunk, and Members of the Committee,

I am Philip Bradley representing the Kansas Licensed Beverage Association. The KLBA represents the interests of the men and women in the hospitality industry, who own, manage and work in Kansas bars, breweries, clubs, caterers, hotels, and restaurants. These are the places you frequent and enjoy with the tens of thousands of employees that are glad to serve you. Thank you for the opportunity to speak today and I will be brief.

The issue is simple. When statutes were passed to install all day pricing, the intent was honorable, to reduce cheap drinks and the related problems. It was thought that if licensees had to set a single price for the entire time they were open that it would trump competition, trump market pressures and trump consumer demand. There is just one problem; **IT DOES NOT WORK**. Instead of reduced prices for limited times usually during the post work day, we have those low prices from 9 AM till 2 AM. **We traded approximately 2 hours for 17 hours**. Over 8 times as much. It did not stop lowered prices.

We are appreciative of all efforts this year by the legislature, administration and agencies to reduce unnecessary, restrictive laws and regulations. This is **one such measure**. The **solution is also simple and elegant**. Remove the all-day pricing requirement and the all-day cheap drinks will stop.

I believe the industry is united in support including The Wine Institute, The KS Viticulture & Farm Winery Assn. (KVFVA), Artisan Distillers of KS (ADK), Craft Brewers Guild of KS (CBGK) and Equal Entertainment Group (EEG).

Again thank you for your attention and consideration. I am available for your questions.

Philip Bradley

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Drive Responsibly.