

TESTIMONY

TO: The Honorable Pete Brungardt, Chair  
And Members of the Senate Committee on Federal and State Affairs

FROM: Whitney Damron  
On Behalf of the Distilled Spirits Council of the United States (DISCUS)

RE: SB 269 - An Act concerning alcoholic beverages; relating to a retailer licenses offering alcoholic liquor sampling.

DATE: January 25, 2012

Good Morning Chairman Brungardt and Members of the Committee:

I am Whitney Damron and I appear before you today in support of SB 269 on behalf of the Distilled Spirits Council of the United States. DISCUS is the national trade association representing the manufacturers and marketers of distilled spirits ([www.discus.org](http://www.discus.org)).

There are currently more than 5,000 brands of distilled spirits on the market in the United States and hundreds of new brands brought into the market every year. Tastings provide an opportunity for a consumer to sample and compare spirits in a controlled atmosphere and then deciding whether the product merits their investment of the cost of an entire bottle or ordering a drink at a bar or restaurant at a later date.

Currently 43 states allow for some version of distilled spirits tasting. DISCUS believes tastings can be conducted in a responsible manner in our state at licensed establishments that will be helpful to consumers and provide an opportunity for evaluation and comparison not currently available today.

Attached to my testimony is a map of states indicating which ones currently allow for some form of tastings and which ones do not.

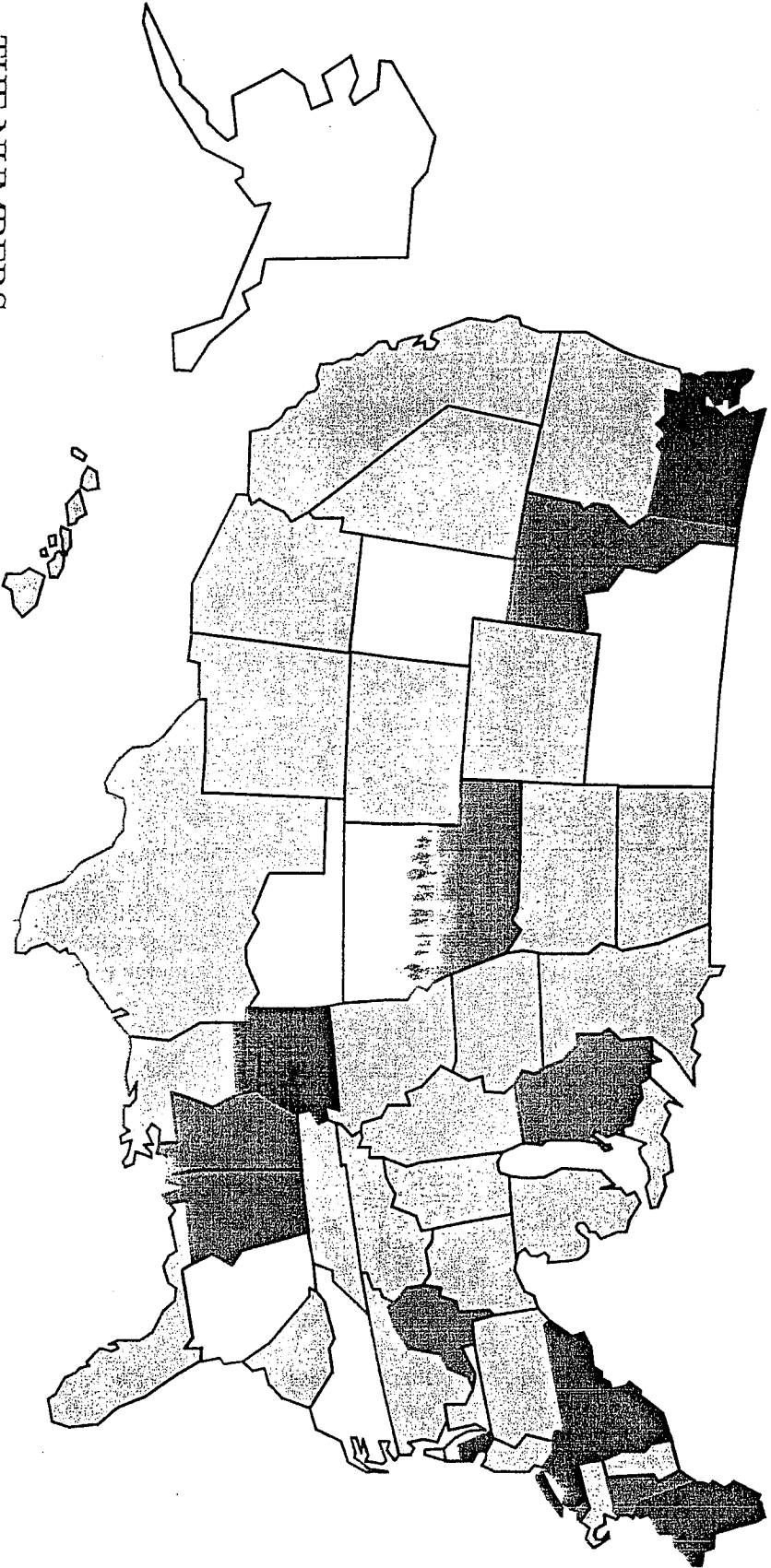
Finally, I would note that Mr. Frank Harris, state legislative affairs director for Mothers Against Drunk Driving in Kansas was quoted in the January 22, 2012 Joplin Globe that his organization did not have a position on tastings, "as long as they are conducted responsibly and no products are provided to people who aren't of legal age."

DISCUS is confident the licensees and ABC will see to it this law is implemented in a responsible manner.

Thank you.

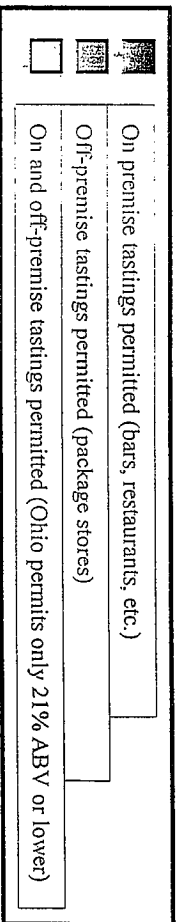
Whitney Damron

# States Allowing Consumer Tastings of Distilled Spirits



**THE NUMBERS:**

- 43 have some form (on/off)
- 37 on-premise
- 35 off-premise
- 29 both on- and off-premise
- 7 have no spirits tastings
  - AK, GA, KS, NC, MT, OK and UT



DISCUS - 2011