



February 17, 2015

Mr. Chairman and Member of the Committee,

On behalf of the Kansas Beer Wholesalers Association, thank you for the opportunity to testify in support of H.B. 2191. This legislation would allow distributors of alcoholic products, including beer, to provide samples to liquor retailers. H.B. 2191 would require that any sampling be conducted in a space away from the public.

It seems unreasonable and unrealistic to ask a business owner, purchasing director, or sales manager to spend money purchasing, stocking, and attempting to sell a product they have no exposure to. However, this is exactly what current law requires when it comes to alcoholic beverages. It is almost impossible to identify any other product or service with such a restriction.

In today's age of evolving and fast emerging adult beverage offerings, it has become increasingly difficult for a retailer to determine what products should occupy their limited and therefore, precious shelf space. Allowing retailers to sample new products will help ensure the likelihood that the retailer is purchasing a product that his or her buyers will like.

Thank you for your consideration and we request that the Committee report H.B. 2191 favorable for passage.

Best regards,

Jason Watkins
Executive Director