



February 18, 2015

Mr. Chairman and Members of the Committee,

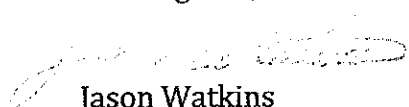
On behalf of the Kansas Beer Wholesalers Association, thank you for the opportunity to testify in support in H.B. 2332, a bill allowing Kansas microbrewers to make and sale hard cider.

The microbrew industry both nationally and within the state of Kansas is an exciting, evolving and ever-expanding sector of the economy. This industry has seen nearly 20% annual growth over the last five years. In Kansas, microbreweries and brewpubs are opening across the state. The results are positive in terms of commercial development, job creation and increased profits for suppliers, distributors and retail stores and on-premise bars and restaurants. This has also had a positive effect on state tax collections.

Craft brewers have a brought fresh life to the beer industry. Their innovative and creative approach has created a new class and generation of beer connoisseurs. One of the exciting emerging markets is hard cider, more commonly known as beer cider. This product is packaged like traditional beer and is commonly sold in retail locations next to traditional beer products.

Passage of H.B. 2332 would allow Kansas craft brewers to produce this product under their current microbreweries license and prevent an additional layer of licensure and the associated expense. We urge the Committee to report the bill favorable for passage.

Best regards,


Jason Watkins
Executive Director