



The following is a statement from the Wisconsin Beer Distributors Association:

(July 6, 2017)

The Wisconsin Beer Distributors Association represents Wisconsin's independent beer distribution companies, which employ nearly 3,000 Wisconsinites.

In recent weeks it has been suggested, implied and even directly stated that we seek to have brewer taprooms and beer gardens closed or to restrict brewers' ability sell or sample their own products, either to consumers or to alcohol retail businesses.

In no uncertain terms, these claims and innuendos are completely false.

Craft brewers are our partners.

Our mutual success and survival are inextricably linked. We will not support legislation or regulations or bureaucratic policy decisions that directly or indirectly threaten either of these functions that can aid a craft manufacturer's start-up and growth.

The Brewers Association (BA), the national trade group representing craft brewers, maintains policy stating:

State laws should support an independent distribution tier that is unencumbered by undue influence, ownership or control by the largest brewers and ensures access to market for all brewers.

BA would not say this if an independent distribution tier did not benefit craft brewers and craft beer drinkers. We wholeheartedly agree with BA. Independent beer distributors are what we strive to be – neither owned, controlled or unduly influenced by brewers (large or small) nor owned, controlled or unduly influenced by alcohol retailers (large or small).

While some laws may warrant adjustment as the beer industry changes, the existing laws and our independence have played major roles in the rise of craft brewers. The consistent enforcement of those laws is critical to maintaining our independence, and in turn critical to the health and vitality of this still-new and changing industry. That is what we seek.

Know that if you hear anything to the contrary, it simply is not true.

Eric Jensen, Executive Director
Angie Bowe, Chair
Glenn Madrigrano, Jr., Vice-Chair
Steve Bysted, Secretary/Treasurer
Todd Gutschow, Director

Chip Kolocheski, Director
Tom Sullivan, Director
Gary Warmington, Director
Doug Zastrow, Director

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