



Brewing quality craft ales

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Dear Board Members:

Kassik's Kenai Brew Stop dba Kassik's Brewery is a small, family-owned brewery located in Nikiski, Alaska. We have been in business for over five years and have been gratified with the continuing growth in consumer acceptance of our product. As we continue to grow we find that while our small size and limited budget can work to our advantage by making us focus on providing quality products in an efficient manner, we are also limited in our ability to expand by those same factors.

In bringing our product to the attention of potential consumers, as a small Alaska brewery we can't hope to compete with the national print and television advertising campaigns of the large national brands. Instead, we rely primarily on providing a quality product and letting our customers tell their friend and neighbors. We make personal visits to the local bars and restaurants to place our product and work with our distributor. We also support our community by donating beer to many non-profit events.

We believe that another effective marketing tool for local breweries would be to allow them to showcase their Alaska Made product by bringing potential consumers to the brewery on special occasions such as on the brewery's anniversary, or the announcement of a new product line. At the present time we are constrained in our ability to host such a special event by AS 04.11.130(e) which limits the allowable individual consumption and activities on the premises of a brewery to such an extent that a large special event on the brewery premises would be impractical.

The purpose of this letter is to request the support of the board for legislation that would allow a brewery to obtain a "special events permit" modeled after the non-profit special events permit currently provided under AS 04.11.240. We believe that such a permitting system would satisfy the public interest in controlling the sale of alcoholic beverages to individuals by a brewery, while at the same time providing Alaska businesses with a marketing tool allowing them to better compete with the national brands in informing consumers about their product. For that reason we request the board to consider recommending to the legislature an amendment to AS 04.11 that would create a Brewery Special Events Permit. We have taken the liberty of drafting suggested language for such an amendment and it is attached for your consideration.

We appreciate the support and assistance the staff of the ABC Board has provided our business. We hope that you view the foregoing request in the spirit in which it is intended: to provide a way for the small Alaska breweries to inform consumers about their products. Thank you for your attention to this request.

Very truly yours,

Debara Kassik