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March 25, 2014

Alaska State Legislature

State Capitol

120 4th Street

Juneau, AK 99801-1182

RE: House Bill 309: An Act Relating to Distillery Licenses

Dear Alaska legislator,

The Alaska Travel Industry Association (ATIA), the state's largest trade association for the tourism industry, supports House Bill (HB) 309 which would modernize Alaska's distillery laws and allow for growth in small business and retail establishments.

HB309 will allow Alaska's small distillers to provide onsite tours, tastings and limited direct sales, providing more venues to showcase Alaska made products, create jobs and support local economies. Current restrictions prevent small businesses from adding to their product line, offer a unique visitor experience and fully participate in Alaska's tourism industry.

ATIA is committed to promoting the growth of the travel industry in Alaska while remaining attentive to the recognition of Alaska's cultures and quality of life. Growth in local and regionally-based businesses only adds to our state's special products and attractions for visitors.

ATIA offers support for HB 309 and the growth of Alaska small businesses. Thank you for your consideration.

Respectfully,

Julie Saupe
Board Chair

Sarah Leonard
President & CEO