

Brewers Guild of Alaska  
PO Box 242411  
Anchorage, AK 99524  
February 5, 2020



To Members of the Alaska Legislature:

SB 52 is a product of 8 years of robust and earnest stakeholder engagement, with substantive improvements for all three groups at the table – public health, public safety, and industry.

Following the 2019 legislative session, the Brewers Guild of Alaska and CHARR made a mutual decision to pursue a compromise between retailers and manufacturers to find a path forward and our united support for SB 52.

The BGA and CHARR spent the 2019 summer and fall meeting to discuss the most contentious issues in previous iterations of the Title 4 update between our organizations. In January, we reached consensus on provisions to clarify entertainment activities, operating hours, and language to enhance and protect a positive and balanced alcohol industry moving forward.

We respectfully request the Senate Finance Committee adopt language regarding these provisions, as they represent a final stakeholder agreement that has eluded our industry and made the path of broad Title 4 reform in previous sessions difficult.

With these changes, the Brewer's Guild of Alaska offers our full support of SB 52. We look forward to working with you to enhance public health and safety, while continuing to grow the Alaska economy and respond to evolving consumer demands.

A handwritten signature in dark ink, appearing to read "Lee Ellis", is written over a horizontal line.

Lee Ellis

Board President, Brewer's Guild of Alaska

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*Alaska Cabaret, Hotel,  
Restaurant and Retailers Association*



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February 10, 2020

Dear Honorable Members of the 31<sup>st</sup> Alaska State Legislature:

Senate Bill 52 (SB 52) is a product of over eight years of robust and earnest stakeholder engagement, that includes substantive improvements for all groups at the table – public health, public safety, state and municipal regulatory bodies, and all three tiers of the industry.

Following the 2019 legislative session, the Alaska Cabaret, Hotel, Restaurant, and Retailers Association (Alaska CHARR) and the Brewers Guild of Alaska (BGA) made a mutual decision to pursue a compromise between retailers and manufacturers in the interest of finding a path forward and to obtain united support for SB 52.

Alaska CHARR and the BGA spent the 2019 summer and fall meeting to discuss the sections in previous iterations of the Title 04 update that included the most contentious issues between our organizations' members. In January, we reached consensus on provisions that would clarify entertainment activities, operating hours, and language to enhance and protect a positive and balanced alcohol industry moving forward.

We respectfully request the Senate Finance Committee adopt language regarding these provisions, as they represent a final stakeholder agreement that has eluded our industry and made the path of broad Title 04 reform in previous sessions difficult.

With these changes, Alaska CHARR offers our full support of SB 52. We look forward to working with you to enhance public health and safety, while continuing to grow the Alaska economy and respond to evolving consumer demands.

Thank you for your consideration.

Respectfully,

Sarah D. Oates  
President & CEO, Alaska CHARR  
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