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Minnesota Municipal Beverage Association
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MUNICIPAL LIQUOR STORE

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On the Cover

As you will see in this issue, the 2022 MMBA Conference was a great educational and fun experience.

Attendance was up, we had a record number of participating vendors, informative seminars including a new wine certification class and several fun social events.

2023 Conference plans have already started. Save the dates:

April 29 – May 2, 2023
Arrowwood Resort



MMBA PRESIDENT'S MESSAGE

**By Chris Arnold,
Bagley**

Well another year has come and gone and the annual conference behind us. This year we had a few new and different things at conference including the first ever Maker's Mark private barrel blending.

We had over 80 participants and they came up with six different blends. It was extremely hard to narrow it down to just one, but we did it! Look for it in MMBA member stores later this year.

I took one of my employees, Corey Oien, to the conference and asked him to share his experiences:

This was my first year going to the MMBA Conference and I was nervous at first. But when I got there I met a lot of nice people who were really down to earth.

I helped moving inventory and packing registration bags. Everybody helped. There just weren't one or two people doing all of the work.

Another great thing was I got to stay in my own room. It was nice to have my own personal space when / if I needed.

I also enjoyed the classes. I learned a lot of valuable information that will help me in my job.

The food was simply amazing. I never had some of it before and it was outstanding.

Being able to get out of town and the county for a few days was great. I love it in Bagley, but sometimes everyone needs a break.

I enjoyed casino night, bowling and meeting John Randle and Glen Mason.

I learned new things at the trade show.

I learned valuable lessons about being on time and working hard. These lessons will pay off in the long run.

I really liked hearing stories from members around the state on how they run their stores.

The resort staff was very nice as well. I've been to some nice places, but this was on the top of the list.

I could have lounged around with a bad attitude, but I was glad I didn't or I would not have learned the things I did.

For sure I would go back in the future if I get the chance.

If you did not attend the annual conference and you're working on your budgets I recommend you budget it in for next year.

Now that we are getting ready for summer there's another task at hand. The Minnesota legislature has almost 40 legislators retiring this year. This is not good for us. It means we are going to lose a lot of friends and supporters. It also means here are going to be a lot of legislators and staff who know little to nothing about municipal liquor.

The last time we saw a major turnover a certain organization tried to push their agenda and change liquor laws to their favor. In this almost worked. We need to start educating sooner than later. So I strongly recommend you keep your eyes and ears open for legislative meet and greets.

This means you have to pay attention to your local GOP or DFL who will be hosting these events. I can't stress to you how important it is to take time and go meet with the candidates. We need to start educating them now not later. This means you need to go visit with them and tell them all the valuable benefits of municipal liquor for your community.

I know this can be hard because most of us don't brag ourselves up, but were going to have to start. Tell them about the community events you do, such as our community value programs that the MMBA offers through our industry partners. Tell them how much money you give to the city and the negative impact "alcohol everywhere" will have to your residents.

Tell them how MMBA works with the Minnesota Licensed Beverage Association to protect the interests of independent retailers.

Finally, remember Paul, our board members and I are always available to coach you on how to speak with the candidates.

I hope everyone has a great summer. Take care.

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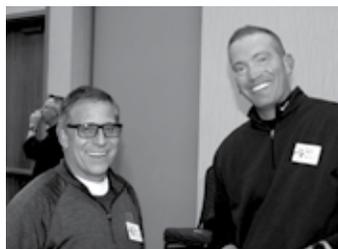
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Sources: (1) IRI, Total US Food & Drug 52wks ending 9/09/18, Top 25 Spirit Brands

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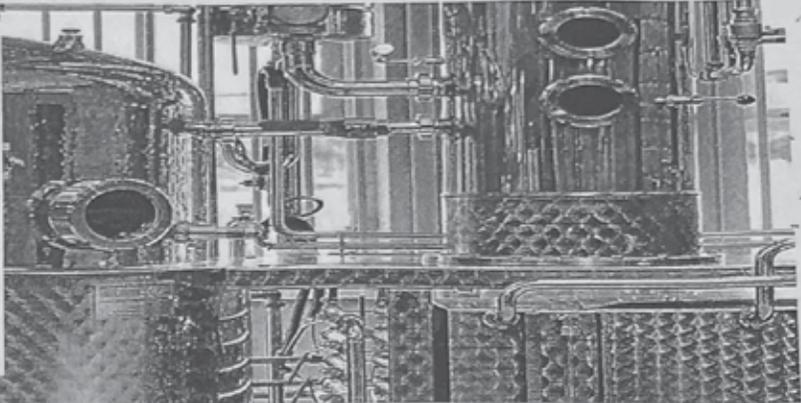
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Thursday, May 19, 2022

The Honorable Gary Dahms
Chair Senate Commerce and Consumer Protection Finance and Policy
MSB Room 2111
St. Paul, MN
55155

The Honorable Zack Stephenson
Chair House Commerce Finance and Policy
509 State Office Building
St. Paul, MN
55155

Dear Chair Dahms, Chair Stephenson and Members of the SF 3008 Conference Committee:

On behalf of the MN Distillers Guild, I am writing to thank the conferees for their work on Senate File 3008. We very much appreciate the time and effort that went into making this happen.

We believe the distillery provisions in Senate File 3008 will help our members continue to grow and help support Minnesota tourism, agriculture, and local businesses that collaborate with MN craft distillers. We believe these changes will serve our industry well for the foreseeable future as our MN craft distilleries continue to support our local communities.

Thank you again for your hard work and your support of craft distilleries in Minnesota.

Sincerely,

A handwritten signature in cursive script that reads "Mark Schiller".

Mark Schiller
Loon Liquor Company—CFO and Co-Founder
President—MN Distillers Guild
(952-905-8709)

We believe this legislation represents the necessary framework to maintain marketplace certainty into the near future



May 19, 2022

Dear Chair Dahms and Chair Stephenson:

The Alliance of Minnesota Craft Breweries ("Alliance") is pleased to offer our support of S.F. 3008 (Dahms/Stephenson). We believe this legislation represents the necessary framework to maintain marketplace certainty into the near future. Specifically, we want to thank you for including our provision (Art. 1, SEC 4) which raises the 20,000 barrel production cap, after which, breweries could no longer sell growlers, effectively "Freeing the Growler."

The Alliance is comprised of six of Minnesota's most popular breweries, which include Indeed, Fulton, Castle Danger, Surly, Schells and Lift Bridge. The Alliance was established to educate the Minnesota Legislature and advocate in regards to important issues impacting the Minnesota craft beer industry. For the past three years, our focus has been to raise the current barrel limits for breweries manufacturing more than 20,000 barrels of beer. We have worked tirelessly over that time to educate members of the legislature, media, and public of the importance of growlers in Minnesota.

Once again, we are supporting this important legislation and wish to thank Chair Dahms and Chair Stephenson for their thoughtful work in putting together this bill.

Sincerely,

A handwritten signature in black ink, appearing to read "Margaret Vesel".

Margaret Vesel

on behalf of the Alliance of Minnesota Craft Breweries

Director of Government Relations

Larkin Hoffman





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We are pleased with the language as it stands and I look forward to spending the next few years collecting data and assessing the effect on the current marketplace as it pertains to craft beer.



Chair Gary Dahms
95 University Avenue W.
Minnesota Senate Bldg., Room 2111
St. Paul, MN 55155

Chair Zach Stephenson
509 State Office Building
St. Paul, MN 55155

May 19, 2022

Chair Dahms, Chair Stephenson and Members of the Omnibus Liquor Conference Committee,

I am writing this letter in support of the passage of SF3008 on behalf of the Minnesota Craft Brewers Guild and its membership. We are incredibly thankful for the work and deliberation of the Conference Committee and Legislators who worked on the bill throughout this session.

We are pleased with the language as it stands and look forward to spending the next few years collecting data and assessing the effect on the current marketplace as it pertains to craft beer. It is our belief that the provisions allowed to us by the passage of SF3008 will benefit a majority of our membership and allow them adequate room for growth over the coming years. We also believe that the language of the current bill stands to benefit stakeholders for all tiers. It is in this spirit of collaboration and progress that we ask for the support of both bodies in the passage of this legislation.

Thank you for your time, your consideration, your tireless work, and your support for the Craft Brewers of Minnesota.

Sincerely,

Robert Galligan

Director of Government and Industry Relations

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