

New Glarus Brewing Co. is a long standing supporter of Wisconsin's Three Tier System. Balanced separation of Tiers (retailer, manufacturer and distributor) encourages each Tier to focus on its own strengths. Equally important is preventing the monopolization and associated elimination of competition by a single Tier or company.

Business success is predicated on stability. Wisconsin's Three Tier System, enacted after prohibition, remained relatively unchanged for almost 90 years. Recently, legislating marketplace advantage has become commonplace. It is a complicated system and the good intentions of Elected Officials can be thwarted by a single eliminated word with far reaching and unintended consequences. Continuing the current climate of uncertainty is an unnecessary hardship that no small business should be expected to navigate every legislative or budgetary session.

New Glarus Brewing Co. a Wisconsin company, employs over 120 Team members and generates over sixty million dollars in annual sales. We are members of the Wisconsin Tavern League, Brewer's Guild, New Glarus Chamber of Commerce, Master Brewer's Association, Brewers Association, Association of Brewing Chemists as well as Madison Chamber of Commerce. We are the largest user of Wisconsin barley and hops. Our cans, boxes, 6 packs and bottles are all manufactured in Wisconsin. Our raw materials purchasing alone represents over 8 million dollars of spending in our home state. Brewery expansion and construction this year is another 5 million dollar boost to SW Wisconsin's economy.

Regulatory certainty is our reasonable request and certainty is not achieved by inserting LRB 3614 into the Governor's Budget.

New Glarus Brewing Co. was excluded from discussion LRB 3614, AB492 the Alcohol Czar proposal as well as LRB3969 we oppose them all. We believe an industry wide conversation would correct and balance Wisconsin's Three Tier System. We support all Three Tier stakeholders, including Legislative and Regulatory members meeting to discuss and agree, separate from the legislative process. We ask you to reject all changes that are made without industry wide input. We continue to support a process where ALL industry members are part of the solution. We ask for regulatory certainty and to be included in all future discussion.

Deborah Carey
Founder/President
New Glarus Brewing Co.