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May 1, 2018

### SAVE THE DATE

**MAY 21-24, 2018**

**REGISTRATION IS OPEN !**

**81st Annual Conference** will be held at the  
Arizona Biltmore, Phoenix, AZ.  
**Theme: Bridging Divides;** For more  
information, visit [www.nabca.com](http://www.nabca.com) website.

**JUNE 3-5, 2018**

**2<sup>ND</sup> Annual Beverage Alcohol Retailers  
Conference** - Denver, Colorado  
Registration is open and sponsorship  
information is available at  
[www.BevRetailersConference.com](http://www.BevRetailersConference.com).

**JULY 18-20, 2018**

**8<sup>th</sup> Biennial Northwest Alcohol &  
Substance Abuse Conference**  
Riverside Hotel, Boise Idaho

The Pre-Conference Sessions are on  
Wednesday. The official conference kicks off  
Thursday morning. Visit  
[NorthwestAlcoholConference.org](http://NorthwestAlcoholConference.org) for more  
information.

### NABCA HIGHLIGHTS

**New! The Public Health Considerations of  
Fetal Alcohol Spectrum Disorders  
(Whitepaper)**

**Native American Nations & State Alcohol  
Policies: An Analysis**

**Alcohol Technology in the World of  
Tomorrow - (White Paper)**

**The Control State Agency Info  
Sheets.** Please view website for more  
information.

**NABCA Survey Database** (members only)

**Upcoming NABCA Meetings**

**Statistical Data Reports**

[www.NABCA.org](http://www.NABCA.org)



## CONTROL STATE NEWS

### AL: New proposal would ease food-drink ratio to 25-75

Decatur Daily

By Eric Fleischauer Metro Editor

May 1, 2018

Some downtown restaurants would be allowed to generate up to 75 percent of sales from alcoholic beverages under a proposal that is attracting interest from some city officials.

It would be a dramatic change from an existing ordinance, which allows no more than 40 percent of receipts to be from alcoholic beverages.

"We think this is the best thing for downtown, and it seems to be what people in the community want," city Director of Development Wally Terry said "It's an attempt to allow downtown to be more what we've heard that millennials and restaurants want."

The city Planning Department in March proposed changing the food-alcohol ratio from 60-40 to 40-60. The latest proposed ordinance, which would have to be recommended by the Planning Commission and adopted by the City Council to take effect, creates three classes of restaurants.

Currently, the only facilities licensed to sell alcohol downtown are restaurants that receive at least 60 percent of their gross receipts from food sales. Such a restaurant, if located downtown, can already be as close as 25 feet from a church or school.

Under the proposed ordinance, a downtown Class 1 restaurant also would have a 25-foot setback from churches and schools. Food sales would have to account for at least 50 percent of its business.

The significant change in the proposed ordinance is in downtown Class 2 restaurants, which would only need 25 percent of receipts to be for food. They would have a 500-foot setback from churches and schools, or 200 feet if a road separates them. The proposal is still in draft form, but it also might include zoning board oversight if the restaurant is close to residences. After 9 p.m., only people over 19 could be admitted.

It's a step closer to lounges, which are not permitted uses in downtown and which require no food to be sold.

"You can open up a lounge with a table and a couple of chairs," Terry said. "I don't think we need a full-blown lounge on Second Avenue."

Athens only requires that 40 percent of sales in alcohol-serving establishments be for food, but it does not permit lounges anywhere in the city.

Most of downtown Decatur is in District 2, represented by council member Kristi Hill. She said Monday she has heard positive feedback on the idea of relaxing the food-alcohol ratio.

"At this point I'm only hearing from people in favor of it," Hill said. "It does tend to be millennials, but I've heard from Baby Boomers, too. I think there's something to be said about the core of the city, the downtown. It's the heartbeat. It's the walkability and the fact you can go get a beer. I suspect this would be a step in the right direction."

Council President Paige Bibbee also was tentatively in favor of the idea, although she said she wanted to review it more carefully.

"I think we need to look at it for downtown," Bibbee said. "I think millennials are looking for that kind of atmosphere, and I think we can bring in those sorts of establishments as long as we maintain some control."

Mayor Tab Bowling said he worries that the 75-25 ratio of alcohol to food sales may be going too far.

"We need to discuss it," he said. "The downside is that some of our businesses have made significant investments in kitchens, grease traps, sprinkler systems, things of that nature. With that, they get the benefit of being able to sell an alcoholic beverage."

Bowling said he is concerned businesses that have made that investment will lose sales to Class 2 restaurants that do not have to make as substantial an investment in food.

“If it’s just a 25-percent food requirement, they won’t have that same overhead,” Bowling said. “That could penalize those that have already made the investment.”

### Montgomery Co., MD: Get Free Lyft Rides On Cinco de Mayo In Montgomery County

*Montgomery County residents can get a free ride on Cinco de Mayo when they use SoberRide, available via the Lyft mobile app.*

Rockville Patch

By Cameron Luttrell, Patch Staff

May 1, 2018

MONTGOMERY COUNTY, MD — While many people are excited to celebrate Cinco de Mayo, don't risk your life or others when partying in Montgomery County. The nonprofit organization Washington Regional Alcohol Program (WRAP) partnered with the ridesharing service Lyft to provide WRAP's SoberRide service in the Washington-metropolitan area on Saturday, May 5.

Residents can use the popular and free safe ride service SoberRide from 7 p.m. May 5 to 4 a.m. May 6. This is a way to keep local roads safe from impaired drivers during a traditionally high-risk period.

According to the National Highway Traffic Safety Administration, 28 percent of all U.S. traffic deaths involve drunk drivers on Cinco de Mayo.

Montgomery County residents age 21 or older celebrating with alcohol can download Lyft to their phones, enter a code in the app's 'Promo' section to receive their no cost (up to \$15 fare) safe transportation home.

WRAP's Cinco de Mayo SoberRide® promo code will be posted at 5 p.m. Saturday, May 5 on [www.SoberRide.com](http://www.SoberRide.com).

While SoberRide provides a free cab ride home up to a \$15 fare, callers must pay for any fare over \$15.

Last year, 676 people in the Washington-metropolitan area used WRAP's Cinco de Mayo SoberRide program.

SoberRide is offered throughout Lyft's Washington, D.C. coverage area which includes all or parts of: the District of Columbia; the Maryland counties of Montgomery and Prince George's; and the Northern Virginia counties of Arlington, Fairfax, Loudoun and Prince William.

Before SoberRide partnered with Lyft, residents used to have to call an 800 number to receive a free cab ride home.

Since 1993, WRAP has provided 71,522 safe rides home in the Washington area.

## LICENSE STATE NEWS

### OK: ABLE Commission Preparing For New Liquor Laws To Take Effect In October

News 9

April 30, 2018

OKLAHOMA CITY - The Oklahoma Alcoholic Beverage Laws Enforcement Commission is hoping to be more helpful as it processes thousands of applications with changing liquor laws.

Come October 1, grocery, convenience stores and major retailers will be able to sell full strength beer and wine.

This year, the ABLE Commission is expected to receive 3,000 applications from businesses and 50,000 employee license applications before October 1.

It's new territory for the state's alcohol regulatory agency.

“Our agents have 20 plus years of experience. It doesn’t do any good because this is all new,” said the ABLE Commission’s Steven Barker.

Right now, ABLE is slated to get \$500,000 more in funding in July. It will allow for five new employees and new a computer system to replace the one ABLE has had since the 1980’s.

“We are getting it done,” said Barker, who encourages people to get their applications in now and not wait until September.

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### KS: Kansas Senate passes self-serve beer in package of liquor laws

CJ Online

By Sherman Smith

April 30, 2018

Senators on Monday endorsed a bundle of alcohol-related measures that would allow for self-serve beer, liquor-infused candy and the sale of take-home growlers at microbreweries.

Also under the legislation, establishments may sell drinks three hours earlier, starting at 6 a.m. For small operations, those hours would apply to Sunday sales that otherwise start at noon.

The bundle is of particular interest for development in downtown Topeka, where the winner of the Top Tank entrepreneur competition is counting on self-serve taps as part of the business model. The Brew Bank received \$100,000 as the top winner.

Lobbyists for the Topeka business community said the reform would lead to job growth and attract millennials.

“Clearly, our business community has kind of rallied behind that,” said Rep. Fred Patton, R-Topeka. “I think it’s something important that we should promote. So I’m glad that we’re going to have an opportunity to vote on it.”

Patton said he was optimistic the House will concur with the liquor package, which the Senate passed by a vote of 34-4.

The bill would allow for public venues, clubs and drinking establishments to provide beer from automated devices. Current law already allows for self-serve wine. Vendors are required to provide constant video monitoring, maintain recordings for 60 days and provide the video to law enforcement.

In a meeting of Democratic senators, Marci Francisco, of Lawrence, said she has heard concerns about expanding the hours when alcohol can be sold. She said there are concerns that football fans may start drinking earlier.

Sen. Tom Hawk, D-Manhattan, jokingly suggested the change could help turnout for University of Kansas football games, with attendance improving from 1,000 to 1,200 fans.

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## INTERNATIONAL NEWS

### United Kingdom: ‘Professionals and highest earners most likely to drink’

*Doctors, lawyers and teachers are more likely to drink alcohol than manual workers, figures have revealed.*

The Argus

May 1, 2018

Around seven in 10 people (69.5%) who work in managerial and professional jobs had consumed alcohol in the previous week, according to new survey data from the Office of National Statistics (ONS).

This compares with roughly half (51.2%) of routine and manual workers – a group which includes labourers, bar staff, lorry drivers, receptionists and care workers.

Architects, nurses, teachers, lawyers and doctors are among those classified as managerial and professional occupations.

The data, from the ONS Opinions And Lifestyle Survey, also shows that the highest earners are most likely to drink. Of those earning £40,000 and above, almost four in five (78.9%) said they had drunk in the previous week, compared with 57% of respondents aged 16 and over across the UK.

The figures, which come as Scotland becomes the first country in the world to implement a minimum unit price for alcohol, reveal that England has the highest proportion of adult drinkers.

In England, 57.8% of adults said they had drunk in the previous week compared with 53.5% in Scotland and 50% in Wales.

The report notes that the link between professional occupation and drinking could be connected with income and age.

Around a fifth of respondents (20.4%) reported being teetotal, equating to roughly 10.4 million people in Great Britain.

Teetotalism has increased among those aged 16 to 24, from 19% in 2005 to 22.8% in 2017, the figures show.

However the proportion of women over 65 who said they did not drink has decreased from 37.2% in 2005 to 27.9% last year.

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However the proportion of women over 65 who said they did not drink has decreased from 37.2% in 2005 to 27.9% last year.

A spokesman for the Alcohol Information Partnership said: "Whilst these figures show that professionals are more likely to have drunk in the previous week than manual workers, that doesn't mean they are drinking irresponsibly.

"The data clearly shows that the vast majority of UK citizens who choose to drink alcohol do so sensibly. That is a good thing and should be celebrated.

"To encourage this pattern of sensible drinking, the Government, communities, industry and NGOs must continue to work together to communicate accurate information about alcohol and address the minority of drinkers who need to change their habits."

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## Ireland: ABFI: International Opposition To Alcohol Bill Highlights Need For Amendments

Hospitality Ireland

May 1, 2018

Opposition from Italy and Portugal to measures in the Public Health (Alcohol) Bill 2015 highlights the need for amendments to be made to the legislation, according to the Alcohol Beverage Federation of Ireland (ABFI).

The requirement for Irish-only labels, including a cancer warning label, to be attached to all products sold in the Republic of Ireland, covering at least one-third of all printed materials, has emerged as a hugely contentious aspect of the Alcohol Bill, as it is expected to create a trade barrier.

In addition to Italy and Portugal, the EU Commission has also said that the labelling proposals may conflict with EU law. Outside of the EU, the government agency responsible for developing and recommending United States trade policy to the President of the United States has warned that proposed measures in the Alcohol Bill could "detrimentally impact the ability of US exporters to reallocate product in the European market" and notes that proposals in the Bill diverge from EU-wide requirements.

ABFI director Patricia Callan commented, “No other country in the EU, or indeed the world, has introduced mandatory cancer warnings on alcohol products, making Ireland completely out of step with the rest of the EU at a time when certainty for trade is imperative with Brexit.

“Introducing Irish-only labels will impose significant costs on Irish producers and distributors because they will be required to develop labels specifically for the Irish market and a second set of labels for elsewhere. Likewise, producers and distributors that supply products to Ireland (i.e. such as Italian and Portuguese wine producers) will have to create labels specifically for the Irish market, which will also be costly and logistically difficult.

“We are concerned that these proposals are not evidence based, are unlikely to achieve their objective, and that they will constitute a barrier to trade within the EU. Last week, EU agriculture commissioner Phil Hogan confirmed in the Seanad that the Bill will be delayed for three months due to concerns raised by Italy and Portugal, as the Irish government will have to respond to these concerns. A further seven countries submitted comments on the Bill, as well as the European Commission itself, which illustrates the significant interest in the Bill and international concerns with regard to certain measures being proposed.

“It should be noted that harmonised regulation in the area of drinks labelling is currently being developed at an EU level and last month a new EU-wide commitment by drinks producers to provide more nutritional information and listing of ingredients was presented to the EU Commission, with the aim of implementing it across member states in such a way that avoids potential barriers to trade.

“We are calling on the government to make reasonable amendments to the Alcohol Bill to avoid disruptions to trade within the EU.”

## PUBLIC HEALTH NEWS

### Are You a Risky Drinker?

Web MD

By Brenda Goodman, MA

April 30, 2018

Every morning, Josh starts his day by making the same pledge: Today is the day he’s not going to drink. By lunchtime, though, he’s already thinking about what bottle of wine to pick up at the liquor store on the way home from work.

“I buy a bottle of wine with the intention of just having a glass with dinner,” says Josh, who is 33 and lives in Washington, D.C. He asked that his last name not be used to protect his privacy.

“I don’t think I can open a bottle without having the entire thing,” he says.

When it’s not a wine night, he’ll pour himself a bourbon that he keeps topping off.

From about 7 to 10 p.m., he’ll sit on the couch, watch TV, and drink. He says he doesn’t get drunk. He says the antidepressant he takes blocks most of the alcohol’s buzz. He doesn’t drive, and he’s rarely hung over the next morning.

“It allows me to just kind of zone out,” he says.

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### SLIDESHOW: How Alcohol Affects Your Body

#### Straight to Your Head

Thirty seconds after your first sip, alcohol races into your brain. It slows down the chemicals and pathways that your brain cells use to send messages. That alters your mood, slows your reflexes, and throws off your balance. You also can’t think straight, which you may not recall later, because you’ll struggle to store things in long-term memory.

He says he doesn't see any real impacts to his health, except he's noticed the waistband of his pants has gotten tighter.

But it bothers him that he's drinking alone and that he can't seem to stop.

"It's just funny to have this mild habit that you just can't say no to," Josh says. "I've never had that with chocolate cake or with cookies."

Psychologists and addiction experts agree that our drinking habits put us on a spectrum of risk for having mental and physical problems.

The website "Rethinking Drinking," which was created by the National Institute on Alcohol Abuse and Alcoholism, helps measure this risk. At the mild end of the spectrum are light or "low-risk" drinkers -- men who knock back fewer than 14 drinks a week, and no more than four drinks in a day; or women who stay under seven drinks a week, and three in one day.

Your level of risk rises with the amount you drink over those levels, either on a daily or weekly basis.

According to the website, Josh's pattern of drinking -- having more than four standard drinks a night, every night -- makes him a high-risk drinker. It means that he drinks more heavily than about 9 out of 10 adults in the U.S.

At this level of drinking, about 50% of people have an alcohol use disorder, along with bigger chances for other problems with their liver and other organs over time. An alcohol use disorder is a chronic brain disease defined by compulsive alcohol use, the loss of control over drinking, and a negative state of mind when not drinking.

Recent government studies have found a troubling rise in risky drinking across the U.S. for nearly all age groups.

The rate of one type of risky drinking -- binge drinking -- for example, has increased for all adults aged 30 and up over the last 10 years, according to Rick Grucza, PhD, an associate professor of psychiatry at Washington University School of Medicine in St. Louis, who analyzed data from five government surveys. The biggest increases -- nearly 24% -- were seen for adults ages 50 to 74.

### **Teens Drink Less as Others Drink More**

One bright spot seems to be teenagers.

"The good news is that underage drinking has declined about three-fold in the last 10 years," says George Koob, PhD, director of the National Institute on Alcohol Abuse and Alcoholism. "Among teenagers right now, it's not really that cool to drink."

### **Alcohol Abuse**

A study published in February found that the number of alcohol-related emergency department visits increased 62% between 2006 and 2014.

The bad news is that everybody else seem to be indulging more, and sometimes a lot more.

"We're seeing, in the 20- to 30-year [age] range, extreme binge drinking," Koob says.

Binge drinking, as defined by the government, is reaching a blood alcohol level of .08 in 2 hours. It takes about five drinks for a man, and four drinks for a woman, to reach that level. A standard drink is 12 ounces of regular beer; 5 ounces of wine; or 1.5 ounces of distilled liquor like gin, rum, tequila, vodka, or whiskey.

Our alcohol-soaked culture is taking a toll on health. A study published in February found that the number of alcohol-related emergency department visits increased 62% between 2006 and 2014. Alcohol-related emergencies include everything from overdoses to accidents where alcohol played a part.

"It's a staggering number of visits per day," says study author Aaron White, PhD, a biological psychologist at the National Institute on Alcohol Abuse and Alcoholism. "About 10 times a minute, somebody shows up in an emergency department in the U.S. for a reason related to their drinking."

White says it's not clear what's driving the increase, but one possibility is the rise in risky drinking.

"Right now, the best explanation seems to be a shift toward higher-level drinking -- a small percentage of drinkers is drinking more," White says.

'Low Responders'

How do you know if you're in trouble with alcohol?

It may be tough to tell, especially if you're somebody who can hold your liquor, or drink a lot without feeling much of an effect.

If that sounds like you, you may be what Marc Schuckit, PhD, calls a "low responder."

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## DID YOU KNOW

Children of alcoholics are much more likely to grow up to have alcohol use disorders.

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Low responders have to drink a lot more than others before they start to feel alcohol's effects, which gives them a higher chance of having an alcohol use disorder, says Schuckit, who's a professor of psychiatry at the University of California, San Diego.

"They don't get the same kind of feedback that other people do that they're getting drunk," he says. "What happens is they pass a crucial point where enough alcohol has been absorbed to get them to feel pretty drunk, and by then, they probably have three extra drinks in their stomach that they haven't processed yet."

Because low responders tend to drink heavily, they like to hang out with other heavy drinkers, which reinforces their habit.

Schuckit estimates that 15% to 20% of people in the general population qualify as low responders, and that rises to about 40% to 50% for the children of alcoholics.

## Know How You Deal With Alcohol

Whatever kind of drinker you may be, the first step in understanding your relationship with alcohol is to take stock of how much and how often you're drinking. One way is to use the calculator on the Rethinking Drinking website.

The consequences of overdoing it may be subtle, at least at first.

"When you start getting in trouble with alcohol, and you can recognize that it's the alcohol, that's a warning sign," Koob says.

"It could be that you're late for work. You're late for exams. It could be increasing bad interactions with a family member or a significant other," he says.

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*George Koob, PhD, director, National Institute on Alcohol Abuse and Alcoholism*

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"It could be sleep. Maybe you drink to fall asleep, but you wake up in the middle of the night. You're cranky and irritable and start snapping at people. These are the signs and they start to add up," says Koob.

Other signs that you're becoming physically dependent on alcohol include if you've:

1. Had times when you ended up drinking more, or longer, than you intended
2. More than once, wanted to cut down or stop drinking, or tried to, but couldn't
3. Spent a lot of time drinking or got sick from the effects



4. Wanted a drink so badly, you couldn't think of anything else
5. Found that drinking -- or being sick from drinking -- often interfered with taking care of your home or family, or caused job or school troubles
6. Kept drinking even though it was causing trouble with your family or friends
7. Gave up or cut back on activities that were important or interesting to you, or gave you pleasure, in order to drink
8. More than once gotten into situations, while or after drinking, that raised your chances of getting hurt
9. Continued to drink even though it made you feel depressed or anxious, added to another health problem, or caused a memory blackout
10. Had to drink much more than you once did to get the effect you want, or you found that your usual number of drinks had a much lower effect than before
11. Found that when the effects of alcohol were wearing off, you had withdrawal symptoms such as trouble sleeping, shakiness, restlessness, nausea, sweating, a racing heart, or a seizure, or you sensed things that were not there

If you can answer yes to two or three of the things on this list, you may have a mild alcohol use disorder. If you can say yes to four or five things on the list, that's a moderate alcohol use disorder, while having six or more symptoms qualifies as a severe disorder, according to the DSM-5, which psychologists use to diagnose mental disorders.

However severe the problem may seem, most people with an alcohol use disorder can benefit from treatment.

Josh says he'd like to taper off. His goal would be to drink occasionally -- on the weekends out with his girlfriend or in social settings.

"The thing that annoys me the most is that it's a silly money drain," he says. "That inability to say no to something really bothers me."

## INDUSTRY NEWS

### Bacardi completes acquisition of Patrón Spirits International

The Moodie Davitt Report

By Dermot Davitt

May 1, 2018

Bacardi Limited has completed the acquisition of Patrón Spirits International AG and its ultra-premium Patrón tequila brand.

The transaction, which was announced in late January, closed on Monday. The two companies have had a relationship since family-owned Bacardi's initial acquisition of a 30% minority stake in Patrón Spirits in 2008.

According to recent International Wines & Spirits Record (IWSR) data, the acquisition makes Bacardi the number one spirits company in the super-premium segment in the USA and the second largest in market share by value in the country. Bacardi noted that tequila remains one of the fastest-growing categories in the spirits industry, with Patrón the market leader in the super-premium segment.

"We are delighted to welcome the team from Patrón into the Bacardi family," said Bacardi Ltd CEO Mahesh Madhavan. "We continue to be inspired by their passion, culture of caring, attention to detail and unwavering commitment to quality. Our promise is to uphold these qualities to ensure the product integrity, innovative marketing, and commercial success of Patrón tequila for years to come."

“This is a momentous day for all of us at Patrón Spirits, and we are optimistic about the opportunities that lie ahead. With Bacardi and its global presence, there is vast potential to grow the Patrón brand outside the USA, which is particularly exciting,” said Patrón Spirits President and CEO Edward Brown. “Patrón has been a personal passion of mine for nearly 20 years, and I am thrilled to now be a part of the Bacardi family.”

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## On the Up and Up and Up

*Industry's economic impact soars*

Oregon Wine Press

By David Bates

May 1, 2018

Christian Miller has crunched wine industry numbers for years, and the name of his Berkeley-based consulting firm, Full Glass Research, pretty much sums up what's going on in Oregon's wine scene.

The state's industry is exploding, posting a whopping \$5.6 billion — yes, that's billion with a “B” — in economic activity in 2016, which includes wine sales and related sectors such as trucking, professional services and tourism — keep in mind the total includes wholesale and retail of wines from outside Oregon as well. That's a 67-percent jump from three years ago, when Miller's firm recorded \$3.3 billion.

Included is a commensurate growth in jobs related to the industry, with wages topping \$1 billion for 29,739, up from about 17,100 in 2013.

Not surprisingly, demand for Pinot Noir, Oregon's signature wine grape, drives growth. Appeal for Pinot continues to expand at an average annual rate of 8 percent, compared to an average 2 percent for the wine market as a whole.

Miller's analysis also revealed another growth benchmark: wine's tourism impact more than doubled since 2013. “The growth in tourism has been driven by the intersection of more tourists coming to Oregon, a higher percentage of them visiting wineries and increased spending per tourist,” he explained. Oregon's wine regions are a strong attraction for visitors from this country and abroad. The upscale demographics of wine consumption suggest these visitors spend more, boosting restaurant and hotel revenues, too. Total tourism revenue increased 162 percent, from \$295 million in 2013 to nearly \$787 million in 2016.

The overall rise is documented in a 45-page report released in March by the Oregon Wine Board, the state's semi-independent agency that manages marketing, research and education initiatives for the wine and wine grape industries. The complete study can be found at their website, [oregonwine.org](http://oregonwine.org).

The “meteoric climb” of the state's wine industry is a tribute to those who are in the midst of it, according to Sally Murdoch, OWB's communications manager.

“[The growth] is emblematic of the hard work our growers are putting in, day in and day out, that we see this growth,” she said. “They don't cut corners. Most everything is crafted by hand, especially with our small- to medium-sized producers, which make up the bulk of our state's wineries.

“People who go to tasting rooms often are treated to conversations with the winemakers working the land themselves,” she said. That face-to-face interaction is a boon for direct sales, since consumers pay an average of \$39 per bottle, according to ShipCompliant data. “Both direct-to-consumer and Nielsen retail pricing data confirms Oregon wines are selling well even though they're priced higher on average than wines from other U.S. regions.”

The report notes prices for Burgundy, the flagship region of Pinot Noir, are rising dramatically, prompting high-end consumers to look for “an alternative at the high-quality and prestige end of the market.” Accordingly, Oregon vintners, with their longtime vision of premium, hand-crafted wine, are witnessing an eager market. In terms of the bottom line: The market for bottles priced \$15 or higher is growing faster than those marked less.

“Oregon winegrowers have maintained their focus on the higher-priced, higher-quality segment of the wine market,” writes Miller in the report. “Of the wine-producing states, Oregon growers continue to achieve the highest average price per ton of grapes, while Oregon wineries realize the highest average revenues per case.”

While the study examines the entire state, it also analyzes activity by county. From that perspective, Yamhill County easily emerges as the most powerful player in Oregon’s wine economy. From wholesale and retail impacts, plus tourism, wages, job numbers and revenue generated by property taxes in each of Oregon’s 36 counties, Yamhill County rated higher than its neighbors, including Multnomah County, which placed second in each category. For 2016, Yamhill County’s wine-related revenue topped \$687 million, just under the sum produced by the five surrounding counties, Washington, Tillamook, Polk, Marion and Clackamas, aggregating about \$720 million.

The industry is responding to the rising number of wealthier tourists with developments like the \$6 million Atticus Hotel in downtown McMinnville, which opened in April. Jeff Knapp, a tourism professional in the city, calls the hotel “a testament to McMinnville’s growth, the maturing of Oregon’s wine industry and the international tourism that helps fuel it.”

Miller says the industry has enjoyed a boost from “important” firms investing in Oregon. California-based Jackson Family Wines, for example, purchased Gran Moraine, Zena Crown and Maple Grove vineyards, as well as WillaKenzie Estate and Penner-Ash Wine Cellars; the company also built a large winery in McMinnville. These investments, among others by companies here and abroad, are significant, according to Miller, because they have robust distribution in other states.

“Distribution has been a major barrier to expanding sales of Oregon wine,” Miller wrote. “These companies should improve visibility, availability and trial for Oregon wines in the U.S. market.”

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### **Frontier Label Designs and Creates Premium Label Experience for Visionary Craft Beer Brewers**

*From creative concepts to beautiful labels, Frontier Label simplifies the labeling process for beer companies to attract the attention of customers*

Globe Newswire

May 1, 2018

GREENVILLE, S.C., May 01, 2018 (GLOBE NEWSWIRE) -- Frontier Label, a digital label and sticker printing company, today announces it is working with more than 50 craft breweries across the U.S. to provide design advice and label printing services. The company’s high-quality materials and quick turnaround time has positioned Frontier Label as the go-to creative and printing partner for breweries, including Birds Fly South and B-52 Brewing Company.

As the fast-growing craft beer industry now accounts for more than 23 percent of the \$111 billion U.S. beer market, Frontier partners with these breweries to help them stand out with dynamic, eye-catching labels that encapsulate the aesthetics of the brand and brew. Through branding services from offering color variations and swatches to specially ordering materials and accepting walk-ins to discuss branding efforts in real time, Frontier Label works with breweries in a collaborative, creative and cost-effective way.

“It’s inspiring to work with craft beer companies and we’ve found that this industry gravitates to creating label designs that reflect the personality of the brew and the culture of the brewery,” said Jared Powell, Principal at Frontier Label. “We serve as a partner from beginning to end, rolling up our sleeves to ensure we’re getting hands on with our customers from the ideation of labels to the moment they’re placed on the product. We take pride in how we work with our brewery customers to make sure they stand out, even before the first pour.”

As an example, Greenville brewery and long-term Frontier Label partner, Birds Fly South, tapped local artist Chris Koelle to help develop a new label to mark the brewery’s anniversary. Koelle turned to the Frontier Label team to translate his art design into a beer label and make it a reality. Working closely with Koelle and Birds Fly South throughout the design and implementation, Frontier helped bring the design to life, incorporating elements of metallic plastic, resulting in the brand’s signature, emblematic anniversary label.

“My experience working with Frontier Label’s pre-production team to solve any and all issues has always been a pleasure,” said Koelle. “As an artist, it’s important to me that my vision comes across organically on the finished product, and from day one, the Frontier Label team was committed to that. They appreciate the creative process and are able to seamlessly translate the details from the art to the label, resulting in a beautiful finished product that is true to the original design.”

No minimum quantity of labels per order and a quick, three-day turnaround time from order to shipment has positioned Frontier Label as the ideal labeling partner for breweries, especially those with special edition and seasonal beers. Since 1981, the company has worked with small businesses, helping them craft their labels and distinguish their brands, all while fostering a customer experience-focused company that is proud to serve a variety of industries, including supplements, health and beauty, wine, beer and CPGs. Frontier Label operates as a close-knit, family-like unit to come together and work with customers as an extension of its team to ensure their brand aesthetic is portrayed creatively and stands out from the crowd.

#### About Frontier Label

Frontier Label is a 100 percent digital printer of self-adhesive labels and stickers. It provides custom design advice and label-printing services for companies in the wine, food packaging, coffee and tea, industrial, pet product, beer, recreation, health and beauty industries and more. For more information about Frontier Label and its services, visit [www.frontierlabel.com](http://www.frontierlabel.com).

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## DAILY NEWS

### States Drinking the Most Beer

24/7 Wall Street

By Michael B. Sauter and Samuel Stebbins

April 30, 2018

Despite shifting tastes among millennials, beer remains the most popular alcoholic beverage in the United States. It is the drink of choice for 43% of Americans who drink, beating out wine at 32% and liquor at 20%. Beer makers shipped 26.4 gallons of beer per person per American adult in 2017.

Beer is, to many, an important part of America’s cultural legacy. The beverage is tied to some of the oldest businesses and brands in the nation. Some parts of the country take pride in the brews that come from their region, and those areas often happen to consume the drink with greater zest than those in other parts of the country.

In fact, beer consumption tends to vary considerably across the country. According to Beer Marketer’s Insights, a brewing industry trade publisher, shipments of beer per capita range from over 40 gallons in one state to less than 20 in another. Generally, residents of states in the Midwest tend to be the biggest beer drinkers, while residents of states in the Northeast and New England consume the least with a few notable exceptions. A few New England states are actually some of the biggest beer drinkers in the country.

Beer consumption differs from state to state not just because of cultural reasons, but also because of differences in purchasing laws and taxes.

[Click here to see beer consumption in each state.](#)

## Detailed Findings & Methodology

Many of the states at the top of the list of the biggest beer drinkers should not come as a surprise to those even slightly familiar with the history of brewing in the United States. Wisconsin, for example, which is fifth on this list, has produced some of the nation's most popular breweries, including Miller, Milwaukee, and Pabst. Vermont, which ranks in the top 10, has the most craft breweries in the country. which also has an above-average rate of beer consumption. The presence of these industries indicate a strong cultural connection to beer, which likely leads to higher consumption rates.

Cultural influences can also partially account for low consumption rates in some states. Utah, which has by far the lowest annual beer consumption rate per capita, is also home to the largest share of members of the Church of Latter Day Saints, a religion that expressly forbids consumption of alcohol.

Though consumption figures are not available per state, this measure of shipments of beer per adult is meant to be a proxy for beer drinking in each state. At least one important factor is likely distorting how close shipments per capita reflect actual consumption per capita in certain states — out-of-state buyers.

In New Hampshire, which ranks first on this list at 40.6 gallons per adult consumed in 2017, there is no sales tax. This means that residents from nearby Vermont, Massachusetts, and Maine can travel to the state to buy cheaper beer, and they frequently do. The New Hampshire Liquor Commission estimates that roughly half of the state's beer, wine, and spirits sales are by out-of-state buyers.

One of the most immediate risks associated with excessive drinking is fatal motor vehicle accidents. Nationwide, 29% of all driving deaths involve alcohol. In each of the nine states consuming the most beer, the alcohol-related driving death rate is higher than the national rate. In North Dakota, the state with the third highest beer consumption rate, 48.1% of driving deaths are alcohol related, the largest share of any state.

To identify the states drinking the most beer, 24/7 Wall St. reviewed beer shipments in each state per resident 21 years and older in 2017 with data provided by According to Beer Marketer's Insights, a brewing industry trade publisher, and the U.S. Census Bureau. We also reviewed data from the Centers for Disease Control and Prevention on excessive drinking rates and alcohol-related death figures. Beer excise tax rates as well as sales tax rates came from the Tax Foundation, an independent tax policy research organization. The share of the population living in rural localities came from the U.S. Census Bureau, and alcohol impaired driving deaths came from the National Highway Transportation Safety Administration's Fatality Analysis Reporting System.

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## Does the new tax bill favor craft breweries over industry giants?

Food Dive

By Patti Zarling

May 1, 2018

### Dive Brief:

- The new tax law includes the "Craft Beverage Modernization and Tax Reform" legislation that provides relief for large and small beer producers. It is especially beneficial to smaller breweries because the savings will allow them to invest in equipment and ramp up distribution to better compete with MillerCoors, Anheuser-Busch and other bigger players, MarketWatch reported.
- For brewers who make fewer than 2 million barrels annually, the law cuts the federal excise tax in half for the first 60,000 barrels produced for domestic brewers -- from \$7 to \$3.50 per barrel. The law, which expires in 2019, provides some relief for all beer producers, reducing the tax to \$16 per barrel from \$18 for the first 6 million barrels and maintaining the \$18 per barrel tax for the rest.
- Industry leaders say the tax break will help, but question whether the move will entice small, craft breweries to sell more options at grocery stores in an already saturated market, brewers told MarketWatch.

**Dive Insight:**

As millennials embrace the unique flavors and plentiful options of specialty brews, beer sales from smaller, independent breweries grew 8% in 2017 to \$26 billion, according to an annual report from the Brewers Association.

The number of craft breweries has risen to 6,266 in 2017, compared with 2,898 four years earlier. With so many small breweries, these tax savings could give them additional money to invest in their operations. In addition, some craft breweries have experienced a drop in sales as more competitors enter the segment and deep-pocketed megabrewers muscle themselves into the space. This money could help at least a few of them hang on a little while longer and potentially outlast the downturn.

Pushed by the beer lobby, the tax provision had bipartisan congressional support. Supporters say it won't reduce the cost of a cold one for consumers or lead to the growth of more craft breweries, but it could allow current businesses to expand, sell more beer and hire more employees.

Although most businesses aren't likely to complain about a tax break, critics of the craft beverage provision say it mirrors issues they see with the overall tax reform bill — while claiming to help the little guy, the new law puts far more money into the pockets of large producers.

Adam Looney, a senior fellow at the Brookings Institution, told the Washington Post that breweries with smaller tax payments will see smaller overall savings than those who pay the most. He estimates smaller brewers will reap about 10% of the overall tax cut.

The popularity of craft beer isn't going to evaporate overnight, but it remains to be seen whether the new tax bill will lead to the industry health and growth supporters claim.

**Recommended Reading:**

Market Watch Rejoice, craft beer fans - the new tax law could mean more brews on store shelves