

House Resolution

No. 28

Introduced by Assembly Member Hall

May 14, 2012

House Resolution No. 28—Relative to California Beer Distributor Month.

1 WHEREAS, With the passage of the 21st Amendment to the
2 United States Constitution, California’s beer distributors have been
3 licensed and regulated under the state-based, three tier system that
4 provides traceability, transparency, and accountability in alcohol
5 taxation and regulation in the United States. Our system of
6 distribution is unmatched by any other country in the world for
7 bringing consumers unsurpassed choice and value. It has produced
8 an open and orderly market that maximizes brand and price
9 competition, encourages independent wholesale distribution that
10 removes barriers to new malt beverage entry, promotes efficient
11 and responsible service to all licensed retailers, and protects
12 consumers from counterfeit or adulterated products that are
13 commonly found outside the United States; and

14 WHEREAS, California’s beer distributors can buy from many
15 brewers and importers for sale and distribution to supply a diverse
16 portfolio of local, regional, national, and internationally sourced
17 beers to all licensed retailers. Distributors provide the infrastructure
18 to meet the retailer’s need for an efficient, point of contact system
19 for delivery of a vast multiplicity of brands and meet the brewer’s
20 infrastructure need for widespread distribution, thus giving
21 consumers over 13,000 brand choices from megabrands to
22 craft-brewed micros and imports at competitive prices; and

1 WHEREAS, California’s beer distributors are among the state’s
2 leading employers. Located in the state’s 58 counties, beer
3 distributors contribute nine hundred thirty-one million six hundred
4 sixty-eight thousand one hundred fourteen dollars (\$931,668,114)
5 annually to California’s economy in direct wages and health care
6 benefits to their 11,743 employees; and

7 WHEREAS, California’s beer distributors are primarily family
8 businesses spanning three-generations with a long-term
9 commitment to expanding the economic and civic vibrancy of their
10 communities and to growing an ever stronger family business for
11 the benefit of their employees and future generations; and

12 WHEREAS, California’s beer distributors are investing millions
13 in alternative energy technologies to reduce their carbon footprint
14 in their warehouses, on our roads, and in the marketplace to
15 improve our environment. Beer distributors’ warehouses are
16 powered by solar energy systems, hybrid and flex fuel vehicles
17 are an integral part of their fleet mix, and energy efficient
18 refrigeration keeps the beer chilled. Lighting retrograde programs
19 in warehouses use motion-activation to turn the lights on when it
20 is time to load beer and use skylights and fluorescent lights to cut
21 electrical consumption; and

22 WHEREAS, California beer distributors are also promoting
23 sustainable solutions through the recycling of plastic and cardboard
24 packaging waste and sourcing vendors to purchase the baled used
25 shrink-wrap and cardboard. These conservation practices have
26 reduced the use of energy and raw materials and have minimized
27 the amounts of waste going to California’s landfills; and

28 WHEREAS, California benefits from a single point-of-contact,
29 the beer distributor, to make sure that taxes and the California
30 Redemption Value (CRV) on beverage containers are collected.
31 California beer distributors are the link to beverages brought in
32 from out-of-state that need to be tracked back to the point of
33 manufacture for state tax purposes. Beer distributors create a paper
34 trail for tracing sales and ensuring the full collection of all sales,
35 excise taxes, and CRV; and

36 WHEREAS, Most importantly, because of California beer
37 distributors, the public is assured of product safety. The motivation
38 to counterfeit exists in the United States but is not present here
39 because of the beer distributors’ ability to track the product from
40 one point, one source, and if beer should ever be adulterated, the

1 ability to rapidly account for and retrieve the product from the
2 retail shelf; now, therefore, be it
3 *Resolved by the Assembly of the State of California, That the*
4 *Assembly hereby proclaims May 2012, as California Beer*
5 *Distributor Month; and be it further*
6 *Resolved, That the Chief Clerk of the Assembly transmit copies*
7 *of this resolution to the author appropriate distribution.*

O