

**Introduced by Senator Wright**

May 10, 2012

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Senate Concurrent Resolution No. 89—Relative to California Beer Distributor Month.

LEGISLATIVE COUNSEL'S DIGEST

SCR 89, as introduced, Wright. California Beer Distributor Month. This measure would proclaim the month of May 2012 as California Beer Distributor Month.

Fiscal committee: no.

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 international sourced  
17 beers to all licensed retailers, and distributors provide the  
18 infrastructure to meet the retailer's need for an efficient point of

1 contact for delivery of a vast multiplicity of brands and meet the  
2 brewer's infrastructure need for widespread distribution, thus  
3 giving consumers over 13,000 brand choices from megabrands to  
4 craft-brewed micros and imports all at competitive prices; and

5 WHEREAS, California's beer distributors are among the state's  
6 leading employers. Located in the state's 58 counties, beer  
7 distributors contribute \$931, 668,114 annually to California's  
8 economy in direct wages and health care benefits to their 11,743  
9 employees; and

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

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

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

31 WHEREAS, California benefits from having the beer distributor  
32 as a single point of contact to ensure that taxes and the California  
33 Redemption Value (CRV) on beverage containers are collected  
34 and paid. California beer distributors are the link to beverages  
35 brought in from out of state which need to be tracked back to the  
36 point of manufacture for state taxing purposes. Beer distributors  
37 create a paper trail for tracing sales and ensuring the full collection  
38 of all sales, excise taxes, and CRV; and

39 WHEREAS, Most importantly, because of California beer  
40 distributors, the public is assured of product safety. The motivation

1 to counterfeit exists in the United States but is not present here  
2 because of the beer distributors' ability to track the product from  
3 one point, one source, and if beer should ever be adulterated, the  
4 ability to rapidly account for and retrieve the product from retail  
5 shelves; now, therefore, be it

6 *Resolved by the Senate of the State of California, the Assembly*  
7 *thereof concurring*, That the Legislature of the State of California  
8 hereby proclaims May 2012 as California Beer Distributor Month;  
9 and be it further

10 *Resolved*, That the Secretary of the Senate transmit copies of  
11 this resolution to the author for appropriate distribution.

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