

Assembly Concurrent Resolution

No. 24

Introduced by Assembly Member Nestande

February 22, 2013

Assembly Concurrent Resolution No. 24—Relative to California Beer Distributor Month.

LEGISLATIVE COUNSEL'S DIGEST

ACR 24, as introduced, Nestande. California Beer Distributor Month. This measure would proclaim the month of May 2013 as California Beer Distributor Month.

Fiscal committee: no.

1 WHEREAS, In the United States, beer distributors are licensed
2 and regulated by state and federal governments. Distributors are
3 a critical component of the state-based system of alcohol regulation
4 established under the 21st Amendment to the United States
5 Constitution and in the California Constitution. These laws provide
6 for an orderly distribution system that gives access to markets,
7 promotes competition, and protects the public; and

8 WHEREAS, California's beer distributors maintain and market
9 a diverse beverage portfolio, buying from many brewers and selling
10 to all licensed retailers in the area. This practice gives consumers
11 over 13,000 brand choices, from domestic brands, to craft-brewed
12 specialty beers and imports, all at competitive prices; and

13 WHEREAS, California's beer distributors are highly regarded
14 for local sales knowledge and specialized marketing, bringing
15 brewers' beers to life on tap or on the grocery shelf by building

1 brands through retailer and consumer education, promotions, and
2 tasting events; and

3 WHEREAS, California's beer distributors are working smarter
4 and greener every day, powering their warehouses with solar
5 energy, complying with California's rigorous diesel regulations,
6 and investing in the latest technology and innovative sustainable
7 solutions to reduce their carbon footprint businesswide; and

8 WHEREAS, California benefits from beer distributors as the
9 single point of contact, ensuring a transparent paper trail for the
10 full collection and payment of California's redemption values and
11 all sales, excise, and state taxes. California's beer distributors are
12 the link to beverages brought in from out of state that need to be
13 tracked back to the point of manufacture for state taxing and public
14 safety purposes; and

15 WHEREAS, California's beer distributors are third and fourth
16 generation independent family businesses committed to the
17 economic and civic vibrancy of their communities and to ever
18 stronger family businesses for the benefit of their employees and
19 future generations; and

20 WHEREAS, California's beer distributors, located in all 58
21 California counties, contribute \$931,668,114 annually to
22 California's economy in direct wages and health care benefits to
23 their 11,743 employees; now, therefore, be it

24 *Resolved by the Assembly of the State of California, the Senate*
25 *thereof concurring*, That the Legislature hereby proclaims the
26 month of May 2013 as California Beer Distributor Month; and be
27 it further

28 *Resolved*, That the Chief Clerk of the Assembly transmit copies
29 of this resolution to the author for appropriate distribution.