

AMENDED IN ASSEMBLY MARCH 25, 2015

AMENDED IN ASSEMBLY MARCH 16, 2015

CALIFORNIA LEGISLATURE—2015–16 REGULAR SESSION

Assembly Concurrent Resolution

No. 32

Introduced by Assembly Member Bloom

February 25, 2015

Assembly Concurrent Resolution No. 32—Relative to California Craft Beverage Month.

LEGISLATIVE COUNSEL'S DIGEST

ACR 32, as amended, Bloom. California Craft Beverage Month.

This measure would proclaim the month of April 2015 as California Craft Beverage Month.

Fiscal committee: no.

1 WHEREAS, A craft involves skill to make things by hand; and

2 WHEREAS, A beverage is a drink, especially one other than
3 water; and

4 WHEREAS, California is the birthplace of the craft brewing
5 movement, when Fritz Maytag acquired the Anchor Brewing
6 Company in 1965 and began brewing authentic handcrafted beers;
7 and

8 WHEREAS, California is the home of the first microbrewery,
9 beginning with Jack McAuliffe who built a small brewery in
10 Sonoma from scratch, and began selling New Albion ales in 1977;
11 and

12 WHEREAS, In 1982, Governor Jerry Brown signed Assembly
13 Bill 3610 to amend the state's tied-house laws to remove the

1 restriction on on-premises sales of craft beer. Following this change
2 in law, California became home to three of the first five brewpubs
3 in the United States; and

4 WHEREAS, In 2014, the California craft brewery industry had
5 an annual impact of \$5.5 billion on the state's economy; and

6 WHEREAS, In 2014, the California craft brewery industry
7 supported more than 50,000 jobs, which in turn create billions of
8 dollars in positive economic impact; and

9 WHEREAS, California has more than 520 small, independently
10 owned craft breweries; and

11 WHEREAS, An average of one in every five craft beers
12 produced in the United States is from California; and

13 WHEREAS, Small, family-owned wine producers represent the
14 largest number of licensed wineries in the state and nation; and

15 WHEREAS, Family Winemakers of California was founded in
16 1990 to provide a small producer perspective on public policy
17 matters; and

18 WHEREAS, Family Winemakers of California advocates the
19 rights and interests of its members to freely produce, market, and
20 sell their products, and is dedicated to preserving the diversity of
21 California wine; and

22 WHEREAS, Family Winemakers of California was instrumental
23 in opening the United States wine market to California wine by
24 direct-to-consumer sales through a sustained litigation campaign
25 that led to the United States Supreme Court's *Granholm v. Heald*
26 (544 v.s. 460) decision; and

27 WHEREAS, The Family Winemakers of California are affiliated
28 with WineAmerica to establish a channel for input on national
29 issues and generate unity among small producers and growers
30 across the United States; and

31 WHEREAS, The Family Winemakers of California now have
32 425 small, independently owned wineries, which add to the prestige
33 of California wine and are a significant part of the more than \$60
34 billion state wine industry; and

35 *WHEREAS, California is the birthplace of the artisan distilling*
36 *movement, beginning with Jörg Rupf, who founded St. George*
37 *Spirits in 1982 and trained scores of craft distillers; and*

38 WHEREAS, The California Artisanal Distillers Guild empowers
39 California's craft distillers through protection, education, and
40 communication; and

1 WHEREAS, The guild’s member companies have a strong
2 commitment to promoting the responsible consumption of alcohol
3 as well as fighting underage drinking and drunk driving. This is
4 accomplished through responsible advertising, strict codes of
5 conduct, and other initiatives that educate the public on
6 common-sense guidelines for drinking and set an example of
7 moderation to our youth; and

8 WHEREAS, The mission and goals of the guild are to protect
9 and promote the art and craft of small-batch and artisanal distilled
10 spirits making, enhance consumer awareness of California
11 craft-made spirits, and work to grow and ensure the long term
12 health of our industry; and

13 WHEREAS, The California Artisanal Distillers Guild supports
14 California alcohol wholesalers and distributors who promote
15 California craft-made spirits and the importance of California’s
16 role in the beverage industry, support the California Visitation and
17 Tourism Industries, support California Small Business, support
18 “Buy Local” Groups and Programs in California, support the
19 California Farming Industry, support California suppliers of raw
20 materials and packaging products, and support California
21 restaurants, bars, and retail outlets who carry and promote
22 California craft-made spirits; and

23 WHEREAS, Beer, wine, and distilled spirits tourism is
24 increasingly popular and contributes to the economic impact of
25 the state’s tourism industry; and

26 WHEREAS, The California craft beverage industry is a leader
27 in the stewardship of natural resources and the environment and
28 has made a major commitment to implement sustainable practices
29 that are environmentally sound, including some of the largest solar
30 arrays in the private sector, and the use of fuel cells and other
31 innovative conservation techniques and processes; and

32 WHEREAS, Despite the challenges of intense global
33 competition, the state’s craft beverage industry is strong and
34 growing, and is a major contributor to the economic vitality of
35 California; now, therefore, be it

36 *Resolved by the Assembly of the State of California, the Senate*
37 *thereof concurring,* That the Legislature hereby proclaims the
38 month of April 2015 as California Craft Beverage Month; and be
39 it further

- 1 *Resolved*, That the Chief Clerk of the Assembly transmit copies
- 2 of this resolution to the author for appropriate distribution.

O