

FROM THE DESK OF

Good Buzz Brewing Co LLC

December 4, 2024

The purpose of this change:

To support small business by allowing **wineries, breweries and distilleries** sample, serve and sell bottles of their own products at public events. This will bring businesses together and allow them to collaborate in a way that promotes safe consumption and sales of alcohol at public events. (These events would include but are not limited to, festivals, car shows, events hosted by a small businesses and non-profits)

This rule is needed because:

There is currently no legal way for **wineries, breweries and distilleries** to sell and promote their own products in this capacity at public events. This will help small businesses promote their products and generate income in a way that supports the community in a safe and welcoming setting.

This rule will support the following groups:

Wineries, Breweries, Distilleries, Small Businesses, Non-Profits, People attending these events, Liquor and Cannabis Board

THE BENEFITS OF THIS CHANGE

- SUPPORTS SMALL BUSINESS

- This will allow **wineries, breweries and distilleries** the promote their products to people that otherwise wouldn't know they exist.
- This will also make it easier for small businesses to collaborate with **wineries, breweries and distilleries** for public events.

- PROMOTES SAFE CONSUMPTION OF ALCOHOL

- The business responsible for serving alcohol will be require to follow the rules regarding alcohol service, to include but not limited to, over consumption, under age drinking. This will help promote a safe environment for these events to take place.

- GENERATES MORE REVENUE

- These events will help to bring in customers and generate revenue for both the business hosting the event and the business serving alcohol at the event.
- This will also help to bring in additional revenue for the liquor and cannabis board through the tax paid on the sale of alcohol.