



December 10, 2020

Dear L & O Committee Members,

Please accept this letter in support of 804 KAR 4:415. The passage of the enabling legislation for this regulation this past March was a welcome and much needed legislative change for Kentucky's craft brewers. Thank you for your support of this legislation.

Because six months has elapsed since the legislation became effective and our members have suffered devastating economic losses during the pandemic, our members have been unable to secure the direct shipper's license and have effectively missed out on this authorized privilege for a critical sales channel during the time it has been needed the most. On the current timeline provided to us by the Department of Alcoholic Beverage Control, January will be the earliest for new licenses to be issued, which guarantees we will also miss the holiday sales season.

We appreciate the General Assembly's continued efforts to remove artificial barriers to growth, investment and job creation for Kentucky businesses. We want to express our support and explain the importance of this privilege, especially during these difficult times. We appreciate your favorable consideration of the regulation and hope the Department will expedite issuance of these licenses so that we may be able to engage in direct to consumer sales soon.

Sincerely,

Charley Hamilton, President

Adam Watson, Government Relations Chairman