

Wine and Spirits Brokers Association of Pennsylvania

300 North Second Street, Suite 1002 | Harrisburg, PA 17101

TO: Chairman Mike Regan, Chairman Jim Brewster, Chairman Carl Metzgar, Chairman Dan Deasy, and members of the Senate Law and Justice and House Liquor Control Committees
FROM: The Wine and Spirits Brokers Association of Pennsylvania
DATE: April 30, 2021
RE: Testimony for the Joint Hearing on Ready-to-Drink Beverages

Good morning, my name is Randy Barnhart, VP Government Relations for Southern Glazers Wine & Spirits. Today I am speaking on behalf of the Wine and Spirits Brokers Association of Pennsylvania. We are pleased to participate in this hearing on ready-to-drink (RTD) beverages in Pennsylvania.

One of the stated missions of the PLCB is to responsibly sell wine and spirits as a retailer and wholesaler and to maximize financial returns for the benefit of all Pennsylvanians.

We are committed to working with the PLCB to maximize revenues for all stakeholders.

Over the last 12 months, Spirit-based RTD's are growing at a rate of 233% across the 17 control states. In, Pennsylvania the growth rate is double that figure. This is the fastest growing category in the beverage alcohol industry. Driving that growth are new consumers who are entering the spirit RTD category at a rate of 59% annually.

During the next couple of minutes, I will discuss the highlights of a presentation that provides insights in this exciting category.

In closing, the current and projected growth of the RTD business is so substantial to the PLCB, that careful consideration should be given to any regulations impacting future distribution channels of this growing and profitable category. Our Association is available today and in the future as a resource on this topic as well as other aspects of the beverage alcohol industry. Thank you.