

1. Problem Statement: Current law does not allow homemade beer or wine to be shared at organized events.
 - a. Home brewers cannot support community events.
 - b. They are prevented from conducting public sampling for education and awareness.
2. Why does the law need to change?
 - a. Give home brewers the ability to educate the public to craft beers & wine, the largest growth market in adult beverages. Become able to legally introduce people to types and styles to expand the craft brewing market.
 - b. The proposed change conforms to existing federal law.
3. Talking points
 - a. Homebrew is safe. There are no known pathogens that can survive in beer.
 - b. Homebrew is legal in all fifty states and also under federal code
 - c. Homemade beer and wine is brewed in small batches and not sold. We're not trying to cut into the manufacture/sales business.
 - o Sharing homebrew actually promotes commercial sales by encouraging consumers to sample new or unfamiliar styles in craft beers and wines
 - o Homebrewers are the leading advocates of small, local breweries and wineries
 - o Most homebrewers purchase their supplies from local small businesses
 - d. Like any other craft (music, art, fine cooking) homemade beer and wine is intended to be shared, not kept in the house.
 - e. Who is making home brew and wine?
 - o Over a million Americans, typically married, most with college degrees
 - o Trend to middle to upper middle class, generally professional or technical occupations
 - f. Sampling events.
 - o Organized public homebrew tastings tend to be moderate events with small sample sizes. The point is sampling different styles and different varieties. They are not drinking parties. Homebrew is treated with the same respect as fine wine.
 - o Homebrewers enjoy getting together to share their craft, much like a neighborhood potluck.