

JA

Proposal to create a Connecticut Brewery Trail and a Made in Connecticut State Logo

The purpose of this bill is to promote the manufacture and sale of Ct made beer. To highlight for local area residents and visitors the unique and outstanding craft beer culture of the nutmeg state, and to identify for residents and visitors alike brews genuinely made in the state of Connecticut. The Connecticut Brewery Trail and Made in Ct logo are hoping to follow in the footsteps of the successful Ct Wine Trail and Ct Grown campaign.

This under-promoted segment of the Connecticut economy has traditionally been a tiny fraction of the states overall beer consumption. Recent growth trends in the craft beer industry across the nation and in Connecticut specifically have given encouragement to local artisanal breweries. These small breweries compete against some very large and powerful global corporations in the marketplace every day and need the support of their home state.

Last year in an economic downturn, Cottrell brewing hired another full time brewer and part time sales person and grew its sales in the state by over 30%, New England Brewing grew its sales by over 40% and is hiring two new employees, Olde Burnside grew over 20% and hired a new part time employee, Hooker Brewing is in the midst of an expansion and grew over 20% hiring 5 new employees.

Why support Ct made beer? Ct Breweries add to the unique character and culture of our state. They contribute to making the state a unique and exceptional destination for visitors and residents alike. For most New England states their beer is a matter of state pride, we should embrace this model here in Connecticut. In addition local beer is greener, cutting carbon footprints and emissions, Ct breweries ship their beer locally, using less fuel helping to keep our air cleaner and our roads less congested. Ct Breweries hire here, live here play here and inspire here, giving generously to local charities and acting as active community partners. When you purchase a Connecticut made beer in the state up to 2/3 of the money spent stays right here in the state as opposed to 1/3 when buying an imported beer. What if Ct breweries made up 5 to 10% of the beer consumed in the state in the next five years, it would certainly become an important ingredient to the states economic well being. Please support the creation of the Ct Brewery Trail and the creation of the made in Ct state logo, lets take pride in our local breweries!

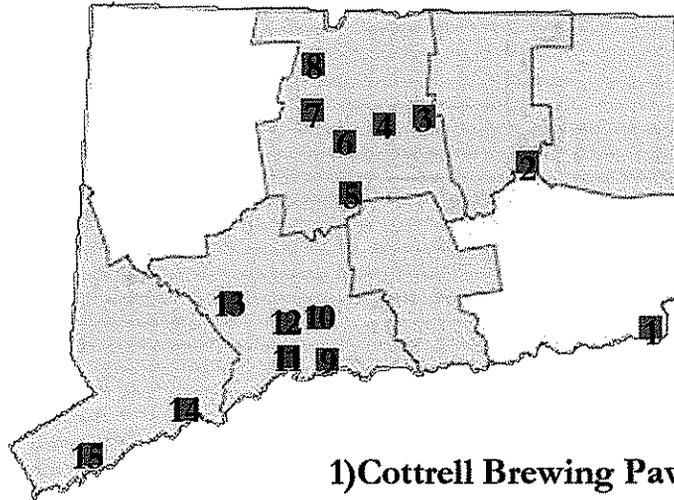
Thanks

Chris Kepple

Cottrell Brewing

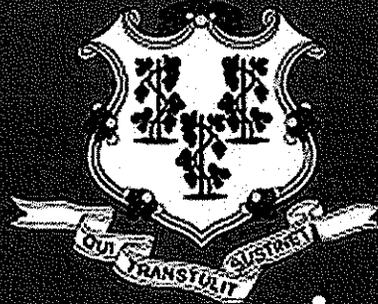
Pawcatuck Ct

Connecticut Brewery Trail Map



- 1)Cottrell Brewing Pawcatuck Ct
- 2)Willimantic Brewing Willimantic Ct (BP)
- 3)John Harvard's Manchester Ct (BP)
- 4)Olde Burnside East Hartford Ct
- 5)Carsons Newington (BP)
- 6)SBC Hamden (BP)
- 7)Thomas Hooker Bloomfield Ct
- 8)Cambridge House Granby Ct (BP)
- 9)SBC Branford Ct (BP)
- 10)SBC Hamden Ct (BP)
- 11)Bru Room Bar New Haven Ct (BP)
- 12)New England Brewing Woodbridge (BP)
- 13)Cavalry Brewing Oxford Ct
- 14)SBC Fairfield Ct (BP)
- 15)SBC Stamford Ct (BP)

made in



Connecticut