

CONNECTICUT BEVERAGE COALITION, INC.

DICHELLO DISTRIBUTORS * HARTFORD DISTRIBUTORS * LEVINE DISTRIBUTING

House Bill 6540
Environment Committee
Public Hearing: 3/8/13

The Connecticut Beverage Coalition (CBC) strongly supports the passage of **House Bill 6540—An Act Concerning the Sale of Certain Beverages in Mixed Material Containers.**

There is growing demand from Connecticut consumers who want to purchase malt beverage/beer products in safe, pliable pouches. The pouches are not breakable and are not dangerous, and they are easy to store in small refrigerators and coolers. In fact, Connecticut already allows many other types of products to be sold in pliable pouches – juices, wines & spirits, laundry detergent, etc.

It's our understanding from manufacturing companies in our industry that malt beverage pouches are offered for sale in every other state in our Nation, including in our neighboring states – Massachusetts, Rhode Island and New York.

Allowing malt beverage/beer pouches to be sold in Connecticut will help us better compete with our neighboring states – we don't want Connecticut consumers crossing the borders to buy pouch products that are not currently available here.

Please support HB 6540. This change in the law will encourage Connecticut consumers to buy malt beverage pouches here in Connecticut.

Thank You.