

TO: THE GENERAL LAW COMMITTEE

DATE: MARCH 6, 2014

REFERENCE: Testimony to support:

H.B. No. 5426 (RAISED)

AN ACT CONCERNING FREE WINE TASTINGS ON PREMISES WHERE WINE KITS ARE SOLD

FROM: William Alletzhauser, Owner, THE WINEMAKERS BOUTIQUE, LLC. Stratford, CT.

General Law Committee Chairperson, members of the committee;

The WINEMAKERS BOUTIQUE would like to take this opportunity to thank the members of the General Law Committee for raising HB#5426 and allowing us the opportunity to attend your meeting and testify on behalf of this bill.

The WINEMAKERS BOUTIQUE is a privately held business located in Stratford, CT. that makes high quality table wine at our shop for our customers under a Bonded Winery Certificate issued by the U.S. Department of the Treasury, Alcohol and Tobacco Tax and Trade Bureau (a.k.a. "TTB"). My primary business is making wine solely from wine kits, and is similar to a micro brewery only we make wine not beer.

A wine kit contains concentrated grape juice from a wide variety of wine grapes that are grown in vineyards and wineries all over the world. The grapes are harvested, crushed and pressed with the juice then sent through a pasteurization process to produce a concentrate. Each kit makes approximately 28 standard wine bottles (6 US gal.)

This technology has been around since the mid-70s however, most customers that enter my store have never heard of a wine kit much less tasted the wine produced from a wine kit.

Allowing "micro-wineries" to provide a taste of wine to a potential customer before they make a commitment to purchase will greatly improve the opportunity to sell wine kits and encourage the growth of this industry.

I would like to go on record as supporting the adoption of **HB#5426** with one minor change. I would prefer the ability to sell samples (as in tastings) or by the glass up to 6oz per person per day.

In as much as wine made from kits is our only product, to engage in the manufacture of our product only to give it away for free is not a very effective business model that we would be able to support or sustain. Allowing the sale of samples or tastings or a glass of wine will provide the following benefits:

1. Create a new revenue stream for the business.
2. Provide a marketing tool to sell more products by offering samples.
3. Provide a method to recover the cost of making the kits and storing them.
4. Defer any potential "free-loaders" that want a free glass of wine.

I would encourage the General Law Committee to adopt my recommended changes and pass **HB#5426**.

Respectfully submitted.

William Alletzhauser

Owner

The Winemakers Boutique

Stratford, CT