
THE GENERAL ASSEMBLY OF PENNSYLVANIA

HOUSE RESOLUTION

No. 416 Session of
2017

INTRODUCED BY TOBASH AND A. HARRIS, JUNE 21, 2017

REFERRED TO COMMITTEE ON LIQUOR CONTROL, JUNE 21, 2017

A RESOLUTION

1 Directing the Pennsylvania Malt and Brewed Beverages Industry
2 Promotion Board to use allocated grant funding to conduct a
3 study assessing the effects of Acts 39 and 166 of 2016 on
4 malt and brewed beverage sales in Pennsylvania.

5 WHEREAS, Act 39, passed by the General Assembly on June 8,
6 2016, reformed and privatized the system by which wine and
7 spirits are sold within this Commonwealth to reflect changes in
8 the marketplace while continuing to protect the welfare, health,
9 peace and morals of its residents; and

10 WHEREAS, Act 39 established the Pennsylvania Malt and Brewed
11 Beverages Industry Promotion Board to better promote
12 Pennsylvania's malt and brewed beverages industry; and

13 WHEREAS, In 2016, the Pennsylvania malt and brewed beverages
14 industry produced a total economic output of more than \$11.4
15 billion in Pennsylvania; and

16 WHEREAS, In 2016, the Pennsylvania malt and brewed beverages
17 industry employed 72,698 individuals and generated \$3.4 billion
18 in wages and benefits; and

19 WHEREAS, The Pennsylvania malt and brewed beverages industry

1 also generated more than \$1.8 billion in total taxes, including
2 \$850 million in State and local taxes; and

3 WHEREAS, The impact of Acts 39 and 166 of 2016 on the
4 Pennsylvania malt and brewed beverages industry within this
5 Commonwealth is unknown; and

6 WHEREAS, The House of Representatives seeks evaluation of
7 this impact in order to promote fair opportunity and further
8 increase sales within this Commonwealth; and

9 WHEREAS, It is the responsibility of the Pennsylvania Malt
10 and Brewed Beverages Industry Promotion Board to promote and
11 educate the public on the positive effects of Pennsylvania's
12 malt and brewed beverages industry; therefore be it

13 RESOLVED, That the House of Representatives direct the
14 Pennsylvania Malt and Brewed Beverages Industry Promotion Board
15 to use allocated grant funding to conduct a study assessing the
16 effects of Acts 39 and 166 of 2016 on malt and brewed beverage
17 sales in Pennsylvania; and be it further

18 RESOLVED, That the Pennsylvania Malt and Brewed Beverages
19 Industry Promotion Board seek input and information for the
20 study as appropriate from the following:

- 21 (1) The Pennsylvania Liquor Control Board.
- 22 (2) The Pennsylvania Wine Marketing and Research
23 Program.
- 24 (3) Pennsylvania wine expanded permit licensees.
- 25 (4) Pennsylvania importing distributor licensees.
- 26 (5) Pennsylvania distributor licensees.
- 27 (6) Manufacturer satellite locations;

28 and be it further

29 RESOLVED, That the Pennsylvania Malt and Brewed Beverages
30 Industry Promotion Board study include, at a minimum, the

1 following:

2 (1) Point-of-sale scan data.

3 (2) Retail shelf and display audits.

4 (3) Retailer surveys.

5 (4) Distributor sales research.

6 (5) Retail store observation.

7 (6) Retailer interviews for written and charted analysis
8 of findings, results and implications;

9 and be it further

10 RESOLVED, That the Pennsylvania Malt and Brewed Beverages
11 Industry Promotion Board report its findings and recommendations
12 to the House of Representatives within 120 days of the adoption
13 of this resolution.