

THE  
**DRINK LOCAL**  
ECONOMIC RECOVERY PACKAGE



The Honorable Zack Stephenson, Chair  
Minnesota House Commerce Committee  
Room 509, State Office Building  
St. Paul, MN 55155-1232

Re: HeadFlyer Brewing testimony on HF 1192 (Olson)

Dear Chair Stephenson and Members of the Committee:

The pandemic has greatly affected our business and we expect these trends to continue as customers are hesitant to go out at the same frequency and following patterns we had seen in the past.

We have made great sacrifices to keep our business running and keeping as many employees as we could on staff, but we cannot continue at this rate

Retail distribution is especially challenging for a brewery of our size. Increased packaging and labor costs result in very low margins and high risk. Limited shelf life and consumer preferences for the newest styles add to those challenges. Selling a small portion of our packaged product in house would ensure that consumers are getting the freshest product (both from our retail partners and the Taproom) and selling a portion of our product without distribution costs would turn that business line profitable.

Without these changes, we are likely to see fewer breweries in Minnesota and a smaller portion of those remaining breweries distributing their product at retail. That results in fewer choices for consumers and a less vibrant brewery scene throughout the state

Thank you for your time!

Sincerely,

Neil Miller  
Head of Beer  
HeadFlyer Brewing  
Minneapolis | 15 Employees