



March 13, 2025

Chair O'Driscoll, Chair Koegel and Members of the House Commerce Committee:

On behalf of Red, White & Brew MN, thank you for hearing bills today that respond to the changing consumer marketplace. As consumer preferences continue to evolve, it is important that Minnesota's laws keep pace with how people shop, purchase, and experience products today. These conversations reflect a growing recognition that Minnesota should adapt to modern consumer expectations and industry realities.

In that spirit, we urge the Committee to also consider allowing cities to issue full-strength beer licenses where 3.2 beer is sold today—convenience stores, grocery outlets, and resorts. This is a long-overdue modernization that aligns with consumer expectations, industry trends, and economic realities.

This bill has bipartisan support and can show Minnesotans that common-sense legislation shouldn't get caught up in politics.

Minnesota's 1939 Prohibition-Era 3.2 Beer Law No Longer Serves Today's Consumer

- Minnesota's 3.2 beer law is an outdated regulation from Prohibition that no longer reflects consumer demand or marketplace realities.
- Consumers overwhelmingly prefer full-strength beer, and as a result, 3.2 beer availability has dwindled from the market. Brewers are producing fewer and fewer 3.2 options.
- Minnesota is now the last state in the nation still licensing 3.2 beer, after Utah modernized its regulations in 2019.

The Market Has Already Moved On – Minnesota's Law Needs To Catch Up

- Grocery and convenience stores in many states—including our neighbors—can sell full-strength beer. Minnesota's outdated law leaves our retailers at a disadvantage.
- This is not about expanding access to alcohol but simply allowing businesses to sell the beer that consumers already expect.

Economic and Competitive Impact

- Breweries are shifting away from 3.2 production, with very few Minnesota breweries still making a 3.2 product.
- Retailers are losing sales opportunities because they are forced to stock a product that few consumers actually want.
- Consumers expect a modern, competitive marketplace, and Minnesota's laws should reflect that reality.

The People Want It - A Popular, Common-Sense Change

- Polling research has shown that this is a very popular change that Minnesotans support.
- This is a simple update, not a radical change. Many states have already modernized similar laws without issue. And this change works without disrupting Minnesota's existing three-tier system.
- Minnesotans deserve access to the same beer choices available in nearly every other state, including our neighboring states.

Modernizing our 3.2 beer law is about meeting consumer expectations, supporting Minnesota's economy, creating new opportunities for brewers, and helping retailers stay competitive—while keeping strong safeguards in place.

Thank you for your time and consideration. We appreciate your work in ensuring Minnesota's laws reflect the needs of today's consumers and businesses.

On behalf of the Red, White & Brew MN Coalition,

Minnesota Retailers

Minnesota Grocers Association

Minnesota Convenience Store and Service Station Association

Fueling Minnesota

Hospitality Minnesota

Minnesota Chamber of Commerce