



April 1, 2026

Colorado General Assembly
Senate Business, Labor and Technology Committee
via Assembly Portal

RE: **Support CO SB 26-114** – Spirituous Liquor Manufacturer Tasting Rooms

Dear Chair Danielson, Vice Chair Hinrichsen, and Members of the Business, Labor and Technology Committee,

The American Distilled Spirits Alliance (ADSA) is a specialty trade association representing member companies with common interests in manufacturing, importing, and marketing of distilled spirits products in the United States. ADSA members produce roughly 60% of all distilled spirits sold in the U.S. Previously known as the Presidents' Forum of the Distilled Spirits Industry, ADSA traces its history back over 40 years. ADSA members range from global companies with well-known brands to iconic family-owned distillers and vintners, **including Stranahan's Colorado Whiskey.**

Spirits sales have trended downward <2-3%>, even more so in some other alcohol business reporting. A 2025 Gallop poll found American's drinking at record lows, at just 54% saying they drink, the lowest percentage point in 90 years. And Monitoring the Future, a federal study on youth consumption, shows underage drinking at the lowest point in 40 years. We applaud those important data points from an addiction, public health and youth-drinking perspective.

In light of those and other hospitality industry economic headwinds, though, Colorado distillers need additional tools to innovate and stay competitive. Senate Bill 26-114 is one of those tools.

This bill will modestly expand tasting room opportunities by allowing a limited amount of other beverages to be served in the tasting room. Currently, a Colorado distillery does not have beer, wine or cider available for guests in their tasting room. SB26-114 would ease that restriction to allow, for example, a guest (who is not partial to spirits) to have a glass of wine, beer or cider while a companion guest in the tasing room enjoys the locally made distillery product.

The bill will also allow Colorado distillers to operate up two additional sales rooms, in addition to the one sales room located at the manufacturing premise, itself. These additional sales rooms would allow local distillers to take advantage of farmers markets or pop-up opportunities to showcase and sell their local products throughout the state. Of course, satellite or temporary sales rooms are subject to the same Liquor Enforcement Division requirements (and tax collections) as a distiller's main location.

It is important to note that this bill has guardrails - as requested by other stakeholders - such as a cap on sales of non-distillery products.

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That makes sense, as the main focus will always be to feature, pour and sell the distiller's own labeled products. Additionally, food and light snacks are required to be served in the tasting room. Further, there is a public notice posting requirement, and local governments must be notified, have an opportunity to review an application (e.g. traffic, parking, hours, operating history) and have the ability to respond before permits are issued.

The sole intent of this bill is enhanced customer satisfaction and memorable guest experiences in Colorado's unique distillery tasting rooms. Destination tasting rooms with a variety of available beverages are better for the Colorado hospitality community and the jobs that come with them.

We appreciate stakeholders representing Colorado's hospitality interests (local restaurants, taverns, distillers guild, CO Liquor Enforcement Division, local municipalities, others) working collaboratively on this distillery tasting room focused bill and *we encourage you to pass it.*

Sincerely,

Tom Perrick
National Director
State Government Affairs

cc: Senator Janice Marchman
Senator Scott Bright
Representative Brianna Titone
Representative Matt Soper



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Senate Business, Labor, & Technology

04/02/2026

SB26-114 Spirituous Liquor Mfr Sales Rooms & Other Alcohol

Typed Text of Testimony Submitted

Name, Position, Representing	Typed Text of Testimony
Bennett Rutledge Amend themselves	<p>Chair Danielson, and members of the Committee, thank you for taking a look at SB26-114</p> <p>The Alcohol industry is heavily over-regulated already. This is a feeble step toward allowing beverage manufacturers to establish branch retail outlets. I suggest taking the shackles off and allowing them to grow their business with the same vigor that an entrepreneur of other products or services may, here in Colorado. We need to swing the pendulum back off of an attitude by law and the public which has people being convicted of DUI even AFTER having blown ZEROES. Outright repeal the current limitations on branching out, and look for other places where regulations strangling the Colorado economy can be repealed.</p> <p>The people of Colorado probably will never thank you, but the Colorado economy will.</p>
Murray Arenson For Distillery 291	<p>My name is Murray Arenson, and I serve as Chief Operating Officer of Distillery 291 in Colorado Springs. We are a Colorado-based craft distillery employing approximately 15 people.</p> <p>I am writing in support of SB26-114.</p> <p>This bill addresses a practical limitation in current law that affects how distilleries serve customers in their own sales rooms. The existing framework does not reflect how consumers visit and experience these spaces today, and it places distilleries at a disadvantage relative to other alcohol manufacturers.</p> <p>Our tasting room is one of the most important parts of our business. It is where customers first experience our products, learn about our process, and form a connection with our brand. In practice, customers</p>

	<p>rarely visit alone. They come in groups with varied preferences. Some want cocktails, others prefer beer or wine, and some may not want spirits at all.</p> <p>Under current law, we are unable to accommodate those mixed preferences. When even one member of a group cannot find an option that suits them, the group often chooses to leave and go elsewhere.</p> <p>Allowing limited service of other alcohol products in distillery sales rooms removes this friction. It enables us to retain customers, improve their experience, and increase responsible, on-site consumption in a controlled environment.</p> <p>Distilleries compete with breweries, wineries, and other on-premise establishments for the same customers. However, we operate under more restrictive rules. SB26-114 does not create a new advantage for distilleries. It aligns our operating framework more closely with other segments of the industry.</p> <p>For Distillery 291, the tasting room is a primary driver of revenue and growth. Improving these spaces leads to higher per-visit revenue, increased product awareness, stronger tourism engagement, and more stable employment.</p> <p>Distillery 291 is committed to being a responsible community member. We support the bill's requirements: if serving guest alcohol, sandwiches and light snacks must be provided; the permit application must be posted for 45 days, published in a newspaper, and sent to the local licensing authority for comment on traffic, noise, schools, and zoning; and guest alcohol sales cannot exceed 50% of gross annual revenue.</p> <p>SB26-114 is a targeted and reasonable update to existing law. I respectfully urge the Committee to support this bill.</p>
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