



May 7, 2026

Colorado General Assembly
House Finance Committee
via Assembly Committee Portal

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

Dear Chair Woodrow, Vice Chair Titone, and Members of the House Finance 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 local distillers and vintners, ***including Stranahan's Colorado Whiskey.***

All alcohol sales have trended downward <5-10%>, and even more dramatically within some specific alcohol categories (spirits vs beer vs wine vs cider). A *2025 Gallup Poll* found American's drinking at record lows, at just 54% of respondents saying they drink, the lowest percentage 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 tasting rooms. 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 tasting room enjoys the locally made distillery beverage.

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

That makes sense to us, 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, and have an opportunity to review and respond to an application (e.g. traffic, parking, hours, operating history) before permits are issued.



AMERICAN DISTILLED SPIRITS ALLIANCE

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 and tax revenues that come with them.

We appreciate fellow 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

House Finance

05/07/2026

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 Woodrow and members of the committee,</p> <p>Bill SB26-114 - Spirituous Liquor Mfr Sales Rooms & Other Alcohol has been amended considerably since I last commented on it, mostly toward being more restrictive, and imposing more micromanaging by state officials. This is definitely moving toward the sort of government control that the 18th Amendment brought us, and ultimately made the 21st Amendment necessary. I suggest that the allowed numbers be increased to nine sales locations, as many as nine years between relicensing, and dropping the multilayer licensing to allow either level of government to do the regulating, rather than mandating both with additional delays, fees, and filing burdens. Finally, if you fear that members of the public might, in Irish fashion, go beyond exercising their First Amendment right to assemble peaceably, then punish any property damage, assault, or battery as such, rather than restricting law-abiding patrons and providers for your fear of hypotheticals.</p> <p>Please loosen up on SB26-114 - Spirituous Liquor Mfr Sales Rooms & Other Alcohol.</p>