Colten Mounce

Buzzed Bull Creamery

State and Local Government Committee

May 29, 2019

Proponent Testimony

Chairman Wiggam, Vice Chair Ginter, Ranking Member Kelly, and members of the State and Local Government Committee, thank you for the opportunity to provide proponent testimony on House Bill 160.

The passing of this bill would have an immediate impact on our business with the ability to start selling our ice cream to go just like bars and restaurants do with beer growlers and wine.  This will allow customers the convenience of utilizing delivery services, such as door dash and Uber eats, and help us further our reach. For our customers who do not live near our store, the bill will allow us to sell our ice cream online and ship it to them wherever they live.  It will allow us to partner with permitted restaurants for them to sell in their establishments by the scoop.  Lastly, this bill will grant us the opportunity to start selling our ice cream in grocery stores, liquor stores, and convenience stores.

To put this in perspective, we currently have customers asking us every day if we can sell this product to go or if we deliver. We have brides and grooms who want us to supply our ice creams at their wedding. We have large food and music festivals who want us to distribute ice cream. We have many restaurants lined up to start buying our product and more asking every week. We have local grocery stores asking to start stocking our ice cream in their store. We are in the process of finalizing production for our regular (non-alcohol infused) ice cream to test in local grocery stores. Unfortunately, at this point when people ask, we must tell them no. I am hoping with your help we can change that.

The next thing this bill will help us on is competing on a National level with other upstart alcohol infused ice cream shops. Multiple other states are already adopting these laws, or their current laws allow for this product to be sold in the manners we outlined above.

Aside from how this will help us, we believe this will stimulate the local economy by providing additional jobs and tax revenue.  Furthermore, this will allow us to keep operations based out of Ohio and not a nearby state with laws that are more conducive to this business.  We are an Ohio based business and want to stay one.  We are looking to make our company the leader in this market - something Cincinnati and Ohio are known for.  We are poised with our current location and additional franchised locations to become the national leader in this product.  With your help we can gain further market share and begin to take control of the industry.

Lastly, this is not something we have sat idly by on. We have put in the leg work on our side to ensure we are ready to utilize the full benefits of this bill should you pass it. We spent time with Representative Ingram for the last year working to make sure this bill would work for us, but also for another ice cream company should they choose to use it. We have worked with the TTB Federally to ensure we are compliant with them if this bill gets passed. We started testing ice cream wholesale for our regular product by selling into local restaurants to ensure processes are in place. We have shipping and logistics handled for packing this product to ship all over the country at an affordable price. We really have poured a lot of time and energy in to making sure we would be good stewards of this bill should it be passed. Chairman Wiggam, Vice Chair Ginter, Ranking Member Kelly, and members of the State and Local Government Committee, again, thank you and I will be happy to answer any questions at this time.