Shane Mounce

Buzzed Bull Creamery

State and Local Government Committee

June 12th, 2019

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.

If House Bill 160 is passed it would result in significant benefits to the Buzzed Bull Creamery ownership team and our employees. The new law would allow our company to begin selling “Buzzed” or alcohol infused ice creams to go out of our store. It would allow us to sell in grocery and liquor stores, as well as directly deliver our products to our customers with delivery services such as Door Dash and Uber Eats. The passing of House Bill 160 would also allow us to cater private events such as, weddings and birthday parties. We are asked to perform these types of services by our customers on a daily basis, and by passing House Bill 160 it would allow us to continue to grow and better serve our community and customers in these areas.

One of the most consistent complaints that we receive from our customers is that we are unable to sell our ice cream to go out of our store front. Most bars are able to sell growlers of beer and re cork bottles of wine to go, and we feel that selling alcohol infused ice cream should be no different. By allowing us to sell “Buzzed” or alcohol infused ice cream to go, it would significantly increase our customer base and reduce barriers to our customers being able to enjoy our products.

Being able to sell our buzzed ice creams in restaurants and grocery stores, would increase our sales and allow us to hire more employees to accommodate those sales. This would also open up additional positions within our company to help manufacture and distribute our ice cream to our restaurant and grocery clientele. This would be a fantastic benefit to our current and future staff by allowing us to give full time positions to those employees that desire to move up within our organization.

House Bill 160 would also be the key to Buzzed Bull Creamery being able to compete on a national level with a number of other startup alcoholic ice cream companies that have begun to spring up around the country. We are currently on the vanguard of an industry that is set to explode in the next few years and House Bill 160 would allow us to be able to do all of the things that our competition is already able to, thereby keeping us relevant and competitive at the national level. Other states have begun adopting laws or already have the ability to do what we are trying to accomplish with House Bill 160 and we feel that not passing this only hurts Ohioans.

By passing House Bill 160 it would allow us to maintain our headquarters here in Ohio and not force us to move to another nearby state. We are very committed to Ohio and our current storefront in Over-the-Rhine in Cincinnati. At this point in time we have worked with the TTB and the USDA to ensure that if House Bill 160 is passed that we will be compliant on a federal level. In preparation for the passing of House Bill 160 we have begun to sell our “Non-Buzzed” ice-cream into restaurants and have begun talks with a number of grocery chains here in Ohio, with the hope that soon we will be able to offer those customers our full product line.

We have put ourselves in the position to be able to be the leader in our field and House Bill 160 would be the culmination of those efforts to solidify us as a major player in the alcohol infused ice cream industry. 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.