Shane Mounce

Buzzed Bull Creamery

State and Local Government Committee

December 4th, 2019

Chairman Hoagland, Vice Chair Schaffer, Ranking Member O’Brien, and members of the Agriculture and Natural Resources Committee, thank you for the opportunity to provide proponent testimony on House Bill 160.

The passing of HB 160 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.  It will allow customers the convenience of utilizing delivery services, such as door dash and Uber eats, and help us expand our reach beyond the four walls of our store. 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 our ice cream in their establishments.  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, customers ask us every day if we can sell this product to go or if we deliver. We have couples who want us to supply our ice creams at their wedding. We have large corporations asking if we can supply ice cream for their employees at company events. We have large food and music festivals who want us to distribute ice cream. We have restaurants lined up to start buying our product. 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 hope we can change that with your help.

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 as a business, 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 flagship 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 and a half 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 for wholesale with our regular product by selling into local restaurants and grocery stores to ensure processes are in place that will allow us to scale both now and in the future. We have the 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 can utilize all of the benefits this bill affords us. I hope that I have been able to demonstrate this through my testimony.