



# HUNTSVILLE

Tommy Battle  
Mayor

July 17, 2015

Alabama Alcoholic Beverage Study Commission  
Alabama State House, Room 727  
11 South Union Street  
Montgomery, AL 36130

Dear Members of the Alabama Alcoholic Beverage Commission,

In only a few years, Huntsville has become a leading location for craft beer. What was once a hobby for some is now turning into a burgeoning industry for Huntsville. Madison County has the highest concentration of craft breweries in the state and plans are underway for even more to come.

Craft beer is really a small business success story and one we hope to continue to foster. Beyond the industry growth is something just as important. This industry and the culture around it are what today's millennials are looking for. It's a culture of makers...a culture of authenticity...that attracts top talent. To get that top talent we have to compete with the Nashville, Austin, Raleigh and other top destinations. These cities have that culture.

One way we believe we can keep this industry thriving in our State is to allow off-premise sales for growlers and packages. This will help increase revenues for our local companies and ensure they can remain viable. We believe a compromise can be reached between the wholesalers and craft beer community that ensures everyone's success.

All the best,

Tommy Battle  
Mayor  
City of Huntsville

The Star of Alabama