

Hospitality Groups and Industry Stakeholders Applaud CHEERS Act

*“The beer industry is committed to supporting its retail partners, who are local businesses from coast to coast, and to furthering access for all legal drinking age Americans to fresh, ice-cold beer on draft,” said **Brian Crawford, president and CEO of the Beer Institute.** “We applaud Reps. LaHood, Horsford, Tenney and DelBene and our Senate champions, Sens. Sheehy and Hassan for introducing the CHEERS Act, which will provide relief to your favorite local pubs, bars, taprooms, restaurants and entertainment venues nationwide that serve beer, America’s favorite alcohol beverage. We look forward to seeing this bill stimulate reinvestment in businesses to create more jobs and stimulate local economies nationwide.”*

*“The CHEERS Act would give restaurant and bar owners new tools to innovate how they serve beer to customers,” said **Sean Kennedy, executive vice president of public affairs at the National Restaurant Association.** “The result would be more consumer choice, strengthened sustainability options and needed support for restaurant owners in every neighborhood.”*

*“America’s restaurants and bars are important to their local communities and play a critical role in a vibrant, safe and competitive U.S. alcohol marketplace,” said **Craig Purser, president and CEO of the National Beer Wholesalers Association.** “Unfortunately, challenges from inflation, labor shortages and COVID have hit them especially hard. Beer distributors understand the challenges these businesses face as they seek to build back. The CHEERS Act will allow beer retailers to make important investments in energy-efficient draft beer systems to help revitalize these important community businesses. On behalf of America’s beer and beverage distributors, we thank Senators Sheehy and Hassan, as well as Representatives LaHood, DelBene, Horsford and Tenney for their support of the hospitality industry.”*

*“With craft brewers producing 30% of all draft beer sold, restaurants, bars and retail partners play a vital role in the brewing ecosystem. A strong on-premise market and quality draught service are essential to the success of small and independent craft brewers,” said **Bart Watson, president and CEO of the Brewers Association.** “We wholeheartedly support the introduction of the CHEERS Act and thank Congressmen LaHood and Horsford for championing legislation and the new sponsors for supporting this bill that fosters economic growth and strengthens these key industry partners.”*

*“As local bar and tavern owners continue to steer their businesses through the ups and downs of the economy and current beverage alcohol marketplace, the CHEERS Act would add some tax certainty for Main Street beverage businesses looking to improve their draft beer programs,” said **American Beverage Licensees Executive Director, John Bodnovich.** “We’re grateful for the leadership of Senators Sheehy and Hassan, and Representatives LaHood, Horsford, Tenney and DelBene, in introducing this important legislation, and note that with the celebration of National Tavern Month this May, there is no better time to show support for America’s bars and taverns.”*

*“The hospitality industry is in many ways at the center of our communities and our economy,” said **Dan Vorlage, executive director of the Steel Keg Association.** “Because these local businesses operate with tight margins and other pressures, it is a challenge to make up-front investments in equipment that lower costs and reduce emissions. The CHEERS Act will make draft beverage systems more affordable, encouraging the use of efficient and sustainable, reusable steel kegs. We raise a glass to the Beer Institute, Reps. LaHood, Horsford, Tenney and DelBene as well as Sens. Sheehy and Hassan for rallying support for local bars and restaurants.”*

*“The American Cider Association is proud to back the reintroduction of the CHEERS Act—a timely and impactful piece of legislation for the hospitality industry, which remains essential to the growth and visibility of cider,” said **Monica Cohen, CEO of the American Cider Association.** “With more than 60% of all cider consumed in on-premise settings, venues like taprooms, bars, and restaurants are where many consumers first experience and fall in love with cider. By promoting the adoption of modern, energy-efficient draft equipment, the CHEERS Act supports environmental responsibility, economic recovery and improved customer experience. We commend lawmakers for advancing this effort and encourage swift passage to bring much-needed support to the industry.*

*“The CHEERS Act is a bipartisan and common-sense piece of legislation that provides essential tax savings for franchise bars and restaurants,” said **Mike Layman, chief advocacy officer of the International Franchise Association.** “During this period of economic uncertainty, small business entrepreneurs on Main Street are looking for tax relief they can count on, and the CHEERS Act also promotes innovation within the industry. We applaud the bicameral coalition for reintroducing this initiative, which will offer a significant boost to the franchise community everywhere.”*

*“Independent restaurants and bars are still working to recover from years of economic disruption, and rising costs continue to strain businesses already operating on tight margins,” said **Erika Polmar, executive director of the Independent Restaurant Coalition.** “The CHEERS Act is a smart, targeted solution that helps local businesses upgrade equipment, reduce waste, and serve their communities more efficiently. We’re grateful to Reps. LaHood, Horsford, DelBene and Tenney and Senators Hassan and Sheehy for championing legislation that supports small businesses and strengthens the economic fabric of neighborhoods across the country.”*

*“BeerBoard proudly endorses the proposed CHEERS Act,” said **Mark Young, founder and CEO of BeerBoard.** “It is exciting to see this bill incentivize and support the adoption of technology and advanced equipment systems by on-premise retailers and beer suppliers. As the leader in technology for alcohol management and the hospitality industry, BeerBoard continues to work to unite retailers and suppliers, enhance efficiency and drive improved revenues for all. The CHEERS Act will play a major role in that effort.”*