



POP THE CAP: NORTH CAROLINIANS FOR SPECIALITY BEER

March 13, 2005

Dear Mr. Sigmon,

We are close to "popping the cap" on North Carolina's antiqued definition of beer. After two years of dedicated volunteer work, Pop the Cap: North Carolinians for Specialty Beer has filed legislation to completely lift the 6% ABV cap on beer in North Carolina (House Bill 392).

Now we need your support.

As anyone who has worked familiar with politics knows, a lot of hard work can go down the drain very quickly. ~~We need you to~~ step up now to help ensure that House Bill 392 will get the attention it deserves.

We're going to have a lot of expenses over the next couple weeks to keep the right people on the right message regarding our bill. This is the make-or-break time, and we need your financial commitment to get it done. As a business that will profit once the 6% cap is lifted, we would like you to consider a tax-deductible donation of \$2000 to Pop The Cap.

Tryon Distributing, Total Wine, Highland Brewery and others have all made the decision to financially support Pop the Cap. Please join these leading businesses today by donating money to Pop The Cap so we can make our final legislative push to remove the 6% cap. ***Your one-time donation will likely pay for itself one month after the cap is lifted.***

Time is of the essence. The next thirty days represents our single best chance in seventy years to lift the cap. Without your support, we may be looking at another two-year wait to introduce a legislative change...if we're lucky.

Please complete and mail the attached form along with your donation or visit www.popthecap.org/sponsors to provide a donation online. Your financial support will help lift the 6% cap on beer in North Carolina. Donate today!

Sincerely,

Sean Wilson, President
Pop The Cap
919-357-5797
sean@popthecap.org

Brad Johnston, CEO
Tryon Distributing
704-334-0849
brad@tryondist.com

Oscar Wong, President
Highland Brewing Company
828-255-8145

WWW.POPTHECAP.ORG

[The key to the handcuffs]

is removing the 6% alcohol by volume cap on beer.

It's time for North Carolina to lift its 6% alcohol by volume (ABV) cap on beer. This Prohibition-era law, originally proposed by mill owners concerned that their workers would fail to show up to work on Mondays, limits your ability to distribute a full range of beers in North Carolina. Help us join the **forty-five other states** free of this archaic restriction.

Pop the Cap: North Carolinians for Specialty Beer is a business and consumer coalition committed to lifting the 6% ABV cap on beer. Our commitment to and passion for this issue is your best opportunity to maximize revenues by offering a high-end, high margin beer selection to your retail accounts.

2005 could be the year. But to succeed, **we need your support.**



**PLEASE SPONSOR
POP THE CAP**

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publicly support Pop The Cap
provide in-kind gifts to support fundraising events
financially support Pop The Cap
both in-kind gifts and financial support

www.popthecap.org/sponsors

Help Pop The Cap

Select your sponsorship level:

- ☐ Single
☐ Dubbel - type of in-kind gift: _____
☐ Tripel - amount of donation: _____
☐ Grand Cru - fill out Dubbel & Tripel lines

*Your contribution may be tax-deductible.
For inquiries about Pop The Cap, contact:
Sean Wilson, President, Pop The Cap
919-357-5797 or sean@popthecap.org*

Please send your check, made out to Pop The Cap, to:



Pop The Cap
79 Margaret Place
Chapel Hill, NC 27516

-- OR -- via PayPal: www.popthecap.org/sponsors

-- OR -- ☐ VISA ☐ MasterCard

Account # _____

Expiration Date _____

Name on card _____

[Success stories]

Pop The Cap's message has reached thousands of North Carolinians

MEDIA

Spring 2004

WRAL-TV News (Raleigh): "N.C. Campaign Aims To 'Pop Cap' On Current Alcohol Limit In Beer"

NBC 17 News (Raleigh): "Group Wants Alcohol Limits On Beer Removed"

Summer 2004

Asheville Citizen-Times: "Local homebrew club serves up Belgian beers too big for North Carolina"

Wine and Dine Radio (syndicated): Interview with Pop The Cap leadership and lobbyist

Asheville Citizen-Times: "Taste some great brews and help Pop the Cap during benefit"

Durham Herald-Sun: Southeastern Microbrewers' Association "On Tap" publication

Wilmington Star-News: "The Hotz Ticket - Pop The Cap heads to the coast"

Charleston (SC) Post and Courier: "Some seek to bring more kick to brews"

Columbia (SC) The State: "Some call for more alcohol in beer"

Charlotte Observer: "Advocates want beefed-up beer in Carolinas"

High Point Enterprise: "Group lobbies for stronger beer in N.C."

Asheville Citizen-Times: "A beer guy can't go wrong..."



Fall 2004

Raleigh News and Observer: "Unfiltered - name says it all"

Durham Herald-Sun: "Stout-hearted crowd expect to sample brews"

Triangle Business Journal: "Now here's a political campaign with some fizz"

Asheville Citizen-Times: "Even though it's usually all about the craft beers..."

Chapel Hill News: "Discerning beer drinkers want to 'Pop the Cap'"

LEGISLATIVE EVENTS

North Coast beer and gourmet cheese reception. In May 2004, forty legislators, lobbyists and staff members enjoyed an evening of North Coast Brewing Company beers paired with gourmet cheese selected by North Coast CEO Mark Reudrich, an N.C. State graduate and former Cary resident.

Beer tasting for women legislators and staff members. Julie Bradford of Pop The Cap and our lobbyist, Theresa Kostrzewa, co-hosted this June 2004 educational event. The goal was to "demystify" beer and highlight specific world-class beers that are not available in North Carolina.

Smithfield golf tournament. One of the highlights of lobbyist Theresa Kostrzewa's October legislative golf outing was a gift of a Pop The Cap cooler, all 100 of them containing a specialty beer.

[Success stories]

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FUNDRAISERS AND FESTIVALS

FUNDRAISERS: Pop The Cap events that raised funds for our lobbying effort.

Pop The Cap Night at eleven Triangle locations, November 2003.

Eleven restaurants donated a part of their proceeds to Pop The Cap.

"Winter Warmers," Tyler's Taproom, Carrboro, January 2004.

Our inaugural tasting and auction attracted 130 people.

"American Big Beers," Horniblow's Tavern, Raleigh, March 2004.

150 people toured the new Edenton Brewing Company and sampled American specialty beers.

Benefit and Rockabilly Show, Ziggy's, Winston-Salem, May 2004.

Music and specialty beer event in our first foray outside of the Triangle.

"A Toast to Georgia," Flying Saucer, Raleigh, July 2004.

Toasted the efforts of Georgians for World Class Beer, who "popped the cap" on this day.

"Pop The Cap, Wilmington!," The Soapbox, Wilmington, August 2004

Seven area bands and a great selection of world class beer made for an excellent evening.

"Pop The Cap, Asheville!," Barley's Taproom, Asheville, August 2004

An amazing event with over 200 western North Carolina beer lovers.

Cask Ale Tent fundraiser, World Beer Festival, Durham, September 2004

Pop The Cap hosted the cask ale tent, raising a month's worth of lobbying expenses

American Beer movie premiere, Carolina Theatre, Durham, September 2004

Premiere of documentary American Beer and specialty beer tasting.

"Pop The Cap, Charlotte!," Charlotte Oktoberfest, Charlotte, October 2004

Our Pop The Cap pre-party was a great success for us and the Queen City.

FESTIVALS: handed out brochures and recruited new Pop The Cap advocates.

World Beer Festival, Durham, October 2003, 6,500 attendees

Hickory Hops Festival, Hickory, May 2004, 500 attendees

Brews and Blues Festival, Fayetteville, June 2004, 800 attendees

Southeastern Microbrewers Invitational, June 2004, 500 attendees

World Beer Festival, Durham, September 2004, 8,000 attendees

Charlotte Oktoberfest, Charlotte, October 2004, 4,000 attendees