

Kipp Hollingsworth  
256 Brooks Landing Dr.  
Winston Salem, NC 27106

April 8, 2005

Mr. David G. Eickholt  
President  
Diageo Guinness USA  
801 Main Avenue  
Norwalk, CT 06851

Dear Mr. Eickholt,

It has come to my attention as well as the attention of my friends and many local businesses that Mutual Distributing Co. in Greensboro, NC has come out to publicly oppose NC HB 392, an effort to eliminate the 6% alcohol-by-volume cap on beer in the state of North Carolina. Information on HB 392 can be found at <http://www.popthecap.org>. I cannot comprehend the reasoning that a respected distributor would have to choose to do this.

I have volunteered a great deal of my time and efforts to help educate my state legislators about the archaic nature of the 6% cap on beer. I have written and called them on my own accord to garner support for the bill. I am now contacting you on my own volition to suggest you advise Mutual Distributing Co. to change their stance on HB 392.

Mutual Distributing Co.'s decision to oppose HB 392 has unfortunately severed any consumer relationship I will have with them; consequently, your beers will no longer be purchased. Your sales and profits will be adversely affected. I applaud the boycott of Mutual Distributing's products by several establishments throughout the state as a direct result of their opposition to the bill. Their actions will cost them and yourself countless dollars in profit. When I encounter restaurants, bars, and retail establishments selling Guinness (and there are plenty) I will educate their management as to the 6% cap and Mutual Distributing Co.'s opposition to eliminating it; I will then advise management that Guinness should be removed from the menu or shelf space.

I hope you can advise Mr. Michael A. Staton, VP/General Sales Manager at Mutual Distributing Co., to become more educated on the issue and decide to reverse his misguided opposition to NC HB 392, allowing the world-class destination of North Carolina to have world-class beer. Otherwise, I have imbibed my last Guinness as a consumer. This pains me. Mutual Distributing Co.'s decision is far from "Brilliant!"

Respectfully,

Kipp Hollingsworth

Cc:  
Mr. Michael A. Staton, Mutual Distributing Co.