

POP THE CAP: NORTH CAROLINIANS FOR SENSIBLE BEER LAWS

John Connelly, Brewmaster  
Carolina Brewery  
Franklin Street  
Chapel Hill, NC

Dear John,

I recall from past conversations that you're eager to see North Carolina get rid of the 6% ABV cap on beer. I want to enjoy some of that Carolina Brewery Barleywine!

The Pop The Cap effort is gaining significant momentum to change this outdated beer law and allow you to brew (and sell) what you want. We're proud of the progress we've made so far, increasing awareness of this law among consumers and legislators and garnering support among breweries, retailers, restaurants and distributors. However, we've reached a point where industry support must help finance this citizen-led effort. We can no longer bootstrap this movement on our own. After all, we're just beer lovers who want this law changed, not a business that can benefit from the removal of the 6% ABV restriction.

I'm asking if Carolina Brewery could help Pop The Cap in this mission. Our expenses are considerable: lobbying the Legislature and stakeholders like the Beer and Wine Wholesalers Association, organizing beer education sessions with key legislators, Web site hosting and printing expenses. To date, we've paid for this out of our own pockets. But to be successful, we need the state's leading breweries, retailers and restaurants to step up and demonstrate their support. The Legislature is watching to see if beer-related businesses really do want this law changed.

Would you and Rob review the attached flyer to see which Pop The Cap initiatives you'd be willing to support? In particular, I'd like to highlight Pop The Cap Day (November 15<sup>th</sup>). We're looking for at least twenty beer-related business to help raise money for Pop The Cap on this day. My sincere hope is that Carolina Brewery will be one of these business leaders.

I'd like to follow-up this week to see if you've had a chance to review the flyer and to answer any questions you might have. Unless I hear back from you first, I'll stop by the brewery on Thursday.

Thank you for considering this request. Here's to freeing beer in North Carolina.

Sincerely,

Sean Lilly Wilson  
Executive Director, Pop The Cap