



## POP THE CAP: NORTH CAROLINIANS FOR SPECIALITY BEER

February 23, 2005

Dear Mark,

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 \$5,000 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](http://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,

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