

Thank you Senator Hickman, Representative Supica and Members of the Committee:

My name is Noah Bissell, I am a resident of New Gloucester and I'm writing today as the owner of Bissell Brothers. I appreciate the opportunity to weigh in on the proposed changes and add my voice in support of this bill.

My brother and I started Bissell Brothers in 2013, with a team totaling three people, including ourselves. Since then, we've scaled significantly; we now annually produce roughly 13,000 bbls of beer, employ about 70 people, operate our own full-service kitchen, primarily self-distribute throughout the state, and purchased over 1M pounds of Maine grown and produced grain in 2024.

As Maine born-and-bred entrepreneurs, we take an immense amount of pride in not just what we've built, but how we operate it. Every investment in our production facility, kitchen, team, and general operation has been to improve the quality of those very things and perpetuate our ability to better them within our four walls.

In contrast, I see the law as it currently exists – allowing for a virtually unlimited amount of retail licenses and the absence of meaningful production requirements – as directly devaluing the investment I've made in my business, employees, and the state of equal opportunity within Maine beer. I'm deeply concerned by the growing proliferation of businesses representing themselves as craft brewers, but who only brew a minute amount of beer to satisfy the technical requirements of their manufacturing license. By adapting the statute to ensure equal access-to-market for all beverage manufacturers, we will better ensure a fair and supportive playing field long term for Maine based job creation, small business manufacturing, and the continued health of locally made craft beer and beverages.

Thank you for your time and consideration today, and I ask for you to support this important legislation. I'm happy to answer questions or speak further on the subject as needed.

Noah Bissell  
New Gloucester  
LD 1456

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