



Senate Commerce Committee
Testimony re: SB 47
John Monroe
Kansas Beverage Association
January 31st, 2023

Chairwoman Erickson, Members of the Senate Commerce Committee:

I am John Monroe, Governmental Affairs Consultant for the Kansas Beverage Association (KBA). The KBA is the state trade association for non-alcoholic beverage bottling companies operating in Kansas. Products manufactured and distributed by members of the KBA include soft drinks, bottled waters, isotonic drinks, juice, juice drinks, sports drinks, dairy-based beverages, teas, and other beverages. We are proud to be a part of the fabric of our great state. We have 3,200 direct Kansas jobs and a direct economic impact of \$3 billion.

SB 47 prohibits cities and counties from regulating consumer merchandise and auxiliary containers for the consumption, transportation or protection of consumer merchandise. This will provide for a consistent and uniform standard for consumers and businesses across the state.

The Kansas Beverage Association supports SB 47. Local government restrictions upon products of any nature constitute restraints on trade and place undue burdens on distributors of such products. Individual municipalities having different rules for any products cause disruptions in production, retail ordering, and distribution.

Regarding plastic products, the beverage industry is very proud that our bottles are 100% recyclable, including the cap. The American Beverage Association, in conjunction with the World Wildlife Fund, the Recycling Partnership, and Closed Loop Partners, has launched Every Bottle Back. This is a national effort to get every bottle that we produce back, so that it can be recycled and made into a new bottle. Our bottles are not single-use, they are made to be remade.

I encourage members of the committee to visit EveryBottleBack.org and learn how our industry is working towards environmental sustainability in a very positive way.

Thank you for the opportunity to provide testimony on this matter.



2021 Economic Contribution of the Beverage Industry State of Kansas

The Beverage Industry is a Major Contributor to Kansas' Economy

Kansas' beverage companies, many of which are members of the American Beverage Association, make and sell some of the most popular non-alcoholic beverages in the world. With a presence felt in every corner of every community in the state - from our products in the aisles of neighborhood stores, to our local delivery drivers who distribute them, to our support of local community initiatives - you might say that the beverage industry delivers.

The Beverage Industry is an Important Part of Kansas' Economy

Kansas' non-alcoholic beverage industry plays an important role in the State's economy, providing well-paying jobs, paying significant tax dollars to the state and federal government and making generous charitable contributions in communities across the State.

Kansas' Beverage Industry Provides 3,206 Jobs in the State:

Soft Drink Jobs:	1,549
Bottled Water Jobs:	393
100 Percent Juice/Juice Drinks Jobs:	190
Other Beverage Product Jobs:	386
Distribution Jobs:	688

With a direct economic impact of **\$3.0 billion**, Kansas' beverage industry provides **\$283.9 million** in wages, while beverage companies and their employees, and the firms and employees indirectly employed by the industry, provide significant tax revenues - **\$164.3 million** at the state level and **\$284.9 million** at the federal level.

In addition to beverage production and distribution jobs, Kansas' beverage industry supports a number of other business sectors and their employees throughout the state that benefit from the economic impact of our industry. **In fact, more than 12,601 workers in restaurants, grocery stores, convenience stores, movie theaters and more depend, in part, on beverage sales for their livelihoods.** Factoring in this retail impact further broadens the economic reach of the non-alcoholic beverage industry by **an additional \$2.5 billion** beyond what our industry generates directly.

Kansas' beverage companies and their employees also generously contribute **\$23.3 million to charitable causes** across the state.

**We are American companies with American workers making American products
in America's hometowns.**