

**From:** Bob Ryan <[bob@ryanandwood.com](mailto:bob@ryanandwood.com)>

**Sent:** Monday, February 17, 2020 6:56 PM

**To:** Foster, Kris (TRE) <[kfoster@tre.state.ma.us](mailto:kfoster@tre.state.ma.us)>

**Subject:** FW: Reminder: Invitation to Listening Sessions on Substantial Value

Good evening Ms. Foster.

I am Bob Ryan of Ryan & Wood Distillery, Gloucester, MA, a small batch craft distillery, M.G.L. c. 138, § 19E, since 2006.

I am looking forward to attending the listening session, discussed in the flyer below, February 26, 2020. We were allowed to place a reservation, via "Survey Monkey" for the Manufacturers session, 12:30 – 1:30. Ryan & Wood not only does a bit of Self-Distributing, but also carries a M.G.L. c. 138, § 18, Wholesalers Permit, as I imagine several of the Farmers Series holders do. I hope you will allow me to attend that earlier session, also.

1) Let me first apologize if this has already been addressed. And I do not know how the beer producers do this with their (Kegs) containers. I do have a question to submit regarding "inducements" and "substantial value". It may be more of an observation or attitude. And this would more likely be directed towards the smaller producers, as it may be too cumbersome, and in our economy a bit costly to be worthwhile for the larger distributors and (state line) importers. What is the feeling of "take back" of bottles from on-premise sales, or even retail street side, for reuse by the "self bottlers" within the Farmer Series Licensees? Not a deposit, or redemption, scenario, but an act of conscience. I'm sure I need not discuss the ecological benefits here and now, and of course the saving benefit to the bottler with regard to the packaging costs. Is it similar to the Brewers taking in the Kegs or "Growlers" for refilling.

2) Next step. Sharing the savings between the licensee and its customer. A "Bounty" of \$0.25 or \$0.50 on the bottle. By the way, my own costs, delivered, of our several boutique bottles, range somewhere from \$1.10 to the decorated ones, \$2.70 / unit.

3) Our "work horse" line utilizes an industry common bottle. How would taking in a nationally supplied bottle to be integrated with our line be looked at?

Please assume that all these above bottles would be responsibly stripped and cleaned of any evidence of prior use.

I look forward to meeting you at the Listening Session.

Cheers,

Bob Ryan

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Gloucester DMO - Golden Sou'Wester Award

Cape Ann Chamber – Small Business of the Year

Greater Beverly Chamber - Family Business of the Year

