

Maine State Senate-House Legislative Hearing
State House Building Rm. 437
L.D. "An Act To Standardize Pints of Beer Sold in Maine"
February 11, 2015

Senate Chairman Cyrway, House Chairman Luchini and Honorable members of the Joint Standing Committee of Veterans and Legal Affairs my name is Dr. W "Bumper" White and I am honored to be here to offer support for the bill: "An Act To Standardize Pints of Beer Sold in Maine" on behalf of the Full Pints Association of Maine.

Good morning.

In 21st Century Maine one can buy a gallon of gas and/or a quart of maple syrup and/or a gallon of paint and/or a pint of milk and know that one is legally protected with regards to knowing and getting **full measure** for what you are paying, but this is not the case in all sales of beer specifically the sales of draft pints. In most establishments in Maine the advertised "pint" is actually only fourteen ounces in a glass, which is designed to barely even able to hold sixteen ounces to the point of overflowing.

This situation is neither fair nor just! Nomenclature is important here: a pint is a formal legal Standard Unit of Measure as defined by statute; not to be confused with a non-standard unit like "bunch"(of grapes) or "glass" (of juice) or a mug (of root beer). A pint, a pound, etc. are important legal units in our system of commerce that must always be dependable, reliable and certified by a third party assessment through either a metered dispensing by calibrated pumps at the point of sale or served in a certified sized receptacle.

Currently in most all beer drinking countries, there is a legal "fill line" etched into the side of the glass to assure a "truthful sale". For much of our nation's early history, the local Registrar of "Weights and Measures" or other local functionary would check that the tavern's pewter tankards were "legal" and certified by an annual stamping of the year on the outside of the mug known today as a "colonial pint"—a sixteen ounce pint to prevent the establishment to adding additional lead to the bottom of the tankards as a way of "shorting the pour".

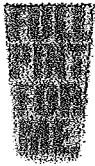
While much has recently been done nationally and in our great State of Maine by Legislators like you, our rights as consumers are still constantly under attack by unscrupulous businesses and we need to be protected with regards to, at the very least, knowing that we are **always** getting full measure for what we pay. This bill addresses that concern.

Other State legislatures have debated and subsequently passed legislation that required all bars and eating establishments who sell pints of beer to certify that

they are in fact a real pint/or not—just like gas stations do with fuel sales and markets do with milk, etc. I strongly support passage of language along the lines of “An Act To Standardize Pints of Beer Sold in Maine” which would guarantee that an establishment that serves glasses of beer shall not advertise or sell any glass of beer as a pint unless that glass contains at least 16 ounces of beer. These establishments are free to serve and sell any amount of beer in any type of receptacle: glass, mug, tall boy, that they wish. However, if on the menu or any other signage, it is referred to as a “pint”, it must in fact contain a full 16 oz. beer not including the head/foam.

Thank you for your time on this important issue.

At this time I would ask if there are any questions that the Committee would have for me.



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FULL PINT FOR ME. Legislation endorsed by the Full Pints Association of Maine

- An article was recently published in the Portland Press Herald about the upcoming legislation in Maine for truth in pints of beer sales: "An Act To Standardize Pints of Beer Sold in Maine". As one of the earliest and staunchest supporters, I was glad to see this issue finally get some well-deserved publicity as we head into the legislative session. My interest in this issue stems from being a long-term home brewer, consumer rights, an interest in politics, and our great State of Maine.
- I have been researching and working on getting Maine-based legislation that would guarantee that if an establishment advertises that they are selling a pint of beer, that it is in fact a FULL 16oz pint!
- In traveling across England and the rest of Europe all the glasses have "fill lines" that are very clearly marked. This consumer issue is such a "no brainer"—we do it for milk, maple syrup, motor oil, etc.—why not guarantee a full pour for beer?
- My research also led me down some interesting political roads such as the recently passed legislation in Michigan and being able to speak to different folks on all sides of the beer/beverage industry to get their opinions and suggestions. The language of the Michigan bill was refreshingly short and succinct—just 30 words.
- I recently received an email from Sen. Justin Alford who I had been working with for the last couple of years on the issue of "Truth in Pints of Beer Sales". He talked with Sen. Patrick who decided to join with us by sponsoring the bill this Spring.
- We are optimistic that the Maine legislation will vote to approve the "An Act To Standardize Pints of Beer Sold in Maine" legislation that is being put forth.
- I know that there must be other like-minded souls out there and I am trying to reach out and spread the word to muster support for the bill. Currently I am coordinating a very low-key grassroots campaign, which includes outreach, creating printed materials and logo, putting together a website, setting up informational events and contacting/educating local media while at the same time trying to formalize an organization: Full Pints Association of Maine (FPAM).
- We are trying to create networking opportunities throughout the Maine Beer Community to help to continue to gain support for this important legislation.

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