

**AB-IN Advertorial for Hannah's Legislative Insight  
Final 1/13/22**

Word count: 326



The non-alcoholic beverage industry has been part of Indiana's economy for more than 100 years and is dedicated to supporting our communities. We support nearly 6,000 jobs that pay \$477 million in wages annually. Indiana's beverage companies have a direct economic impact in the state of \$4.3 billion. More than 1,800 of those good-paying jobs are in trucking, manufacturing, bottling, and more.

The thousands of workers in the industry live and work in communities throughout Indiana. They support their families, they're good neighbors, and they are essential to maintaining a strong economy. Throughout the pandemic, they've continued to show up to work providing our communities with Hoosiers' favorite beverages.

But a new bill threatens these hard-working Hoosiers and their livelihoods. It would have a strongly negative impact on families across Indiana already trying to make ends meet amid rising prices on just about everything. House Bill 1109 would exert government control over prices of nearly every non-alcoholic beverage. Historically, price controls like this have hurt local small businesses, limiting their ability to compete by offering promotional discounts to their customers. This would lead to higher costs on store shelves.

Hard-working families are already faced with higher costs everywhere. Limiting a business owner's ability to offer discounts will raise prices even more. Families shopping around for a bargain won't be able to find one. Allowing government to control beverage prices is a slippery slope. What is to stop government from regulating discounts on all kinds of groceries and products? As prices for everyday groceries continue to climb, this bill will make it even more difficult for families to find the prices that fit their budgets. It's government overreach, and it hurts working families.

Protecting the free market in the state will protect jobs and maintain the livelihoods of thousands of hard-working people. House Bill 1109 is just too expensive for Indiana's working families and small businesses.