

A MEMORIAL

DECLARING FEBRUARY 5, 2015 AS "GROWLER DAY" IN THE HOUSE OF REPRESENTATIVES.

WHEREAS, New Mexico's craft breweries are an important, growing and deliciously refreshing part of the state's economy; and

WHEREAS, it has been a long-standing practice among brewers to sell beer in containers known as "growlers", which are clean, refillable and resalable containers; and

WHEREAS, growlers, which generally range in capacity from thirty-two ounces to one gallon, are popular, convenient and environmentally sound containers that also have the advantage of being able to be resealed, allowing consumers to drink smaller portions of beer at a time; and

WHEREAS, the sale of craft beer in growlers represents anywhere from six percent to twenty percent of craft brewery gross revenues; and

WHEREAS, the term "growler" reportedly dates back to the late nineteenth century when beer being ferried from a local pub to one's home in a small galvanized pail made a growling sound as the carbon dioxide escaped from the lid; and

WHEREAS, the previous statement may or may not be true, but it does not really matter because while beer bottles of other sizes also have nicknames, none is as fun to say as

"growler";

NOW, THEREFORE, BE IT RESOLVED BY THE HOUSE OF REPRESENTATIVES OF THE STATE OF NEW MEXICO that February 5, 2015 be declared "Growler Day" in the house of representatives.