

1 A MEMORIAL

2 DECLARING FEBRUARY 5, 2015 AS "GROWLER DAY" IN THE SENATE.

3
4 WHEREAS, New Mexico's craft breweries are an important,
5 growing and deliciously refreshing part of the state's
6 economy; and

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

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

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

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

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

1 "growler";

2 NOW, THEREFORE, BE IT RESOLVED BY THE SENATE OF THE

3 STATE OF NEW MEXICO that February 5, 2015 be declared

4 "Growler Day" in the senate. _____

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