

# **KBI To Host Capitol Hill Kombucha Roundtable Discussion; AOAC Ethanol Standard Method Development to Next Phase**

FOR IMMEDIATE RELEASE

Los Angeles, CA - March 10, 2016 - Kombucha Brewers International, the trade association for commercial kombucha beverage producers worldwide, is pleased to announce a roundtable discussion with legislators on Capitol Hill.

KBI President Hannah Crum will meet with lawmakers at a roundtable discussion on Capitol Hill immediately following the AOAC Mid-Year meeting. Crum will be presenting the final version of the method performance requirements that were developed in the AOAC Working Group last year. Once the performance requirements for the method are presented to AOAC, it will disburse these requirements to its membership, and will initiate a call for experts to participate on the Expert Review Panel.

The expert review panel will analyze all of the methodologies and data submitted in order to vet and establish a new testing method for ethanol in kombucha. This testing method will level the playing field and give labs around the world a standard to work from that has been fully evaluated. If enough methods are provided and the experts are efficient, KBI hopes the new method will be voted in at the AOAC Annual Meeting in Dallas, Texas on September 18-21 2016.

Following the meeting, KBI President and members will gather on the Hill to educate lawmakers on what kombucha is and what regulatory concerns and challenges the industry has faced or anticipates facing as it continues to grow. The Congressional meet and greet will take place March 15th at the Cannon House Office Building.

March 15, 2016  
12-1PM  
402 Cannon House Office Bldg  
Washington, DC 20515

As mentioned at KombuchaKon16, KBI is ramping its grassroots lobbying efforts in order to connect with legislators who can help the kombucha industry navigate the governmental and regulatory landscape. First and foremost will be to introduce kombucha to Congress. When Crum visited DC to meet with the TTB early February, she also stopped by several Congressional offices to share information about the industry. Not surprisingly, several of the receptionist interns had not heard of kombucha, indicating that education is a primary focus for this first roundtable discussion.

Key to communicating the importance of our product and industry will be founders' stories, since most KBI member companies evolved out of specific health challenges that were overcome by consuming kombucha. KBI will also discuss the needs of our rapidly growing industry as well as share the regulatory challenges and to discuss potential solutions.

Local breweries will share their kombucha flavors with the legislators while also sharing the concerns of the kombucha industry. The following KBI members will be attending: Andrea Santoro of Sole Kombucha, Zane Adams of Buchi Kombucha, Kate Zuckerman of Barefoot Bucha, Justin Trout of Health-Ade, and Tanya Loucks of Craft Kombucha, as well as other local and national members.

Since its inception in 2014, Kombucha Brewers International has striven to educate brewers, consumers, retailers, distributors and government officials regarding safe and appropriate methods for brewing and handling kombucha. This roundtable discussion, as well as the individual congressperson meetings that will occur afterward, is KBI's next step forward in advancing the kombucha industry.

Any interested members, legislators, or press please contact Morgan Meredith for more details: [admin@kombuchabrewers.org](mailto:admin@kombuchabrewers.org).